

NEWS RELEASE

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SINCLAIR BRANDS ITS DIGITAL AGENCY AS “COMPULSE INTEGRATED MARKETING” Formerly Sinclair Digital Solutions

BALTIMORE (July 21, 2016) – Sinclair Broadcast Group, Inc. (the “Company”) (Nasdaq: SBGI) announced today that its digital agency solutions group has been branded under the name, Compulse Integrated Marketing (compulse.com). The digital agency has grown from a few designers serving small television markets into a strong digital and design marketing group with a client base that has increased by almost 40x over the past 2 years. With this success, Sinclair’s digital solutions group has earned its own identity and brand.

Compulse provides in-depth digital marketing services aimed at small and medium sized businesses, providing them the advantage needed in a complex digital environment to build brand awareness and establish customer loyalty. The Compulse name is based on its mission to provide the expertise and consulting that can propel clients forward in the dynamic world of digital marketing.

Compulse’s multi-media specialists and creative services teams provide:

- Easy to navigate and responsive website design
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Mobile marketing campaigns and designs
- Social advertising concepts and tools
- Email marketing campaigns

“We have seen significant growth in our digital agency business, which affirms our commitment to delivering multiplatform marketing solutions,” said Sinclair Digital Group Chief Operating Officer, Rob Weisbord. “The Compulse team has decades of experience driving revenue growth for businesses across the country. The combined resources of Sinclair and Compulse bring unmatched capabilities to clients needing an effective advertising strategy across any medium.”

For more information, visit <http://compulse.com> for samples of our work. You can also meet the team behind the magic and read our digital educational blogs, and don’t forget to contact us for a quote!

Sinclair is one of the largest and most diversified television broadcasting companies in the country. Including pending transactions, the Company owns, operates and/or provides services to 173 television stations in 81 markets, broadcasting 484 channels and having affiliations with all the major networks. Sinclair is the leading local news provider in the country, as well as a producer of live sports content. Sinclair’s content is delivered via multiple platforms, including over-the-air,

multi-channel video program distributors, and digital platforms. The Company regularly uses its website as a key source of Company information which can be accessed at www.sbg.net.