



FOR IMMEDIATE RELEASE

SINCLAIR JOINS NATIONAL MEDIA CAMPAIGN AGAINST OPIOID ADDICTION

WASHINGTON, DC (September 13, 2016) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) today announced its commitment to the Partnership for Drug-Free Kids’ national multi-media campaign against opioid abuse and heroin addiction, in conjunction with the National Association of Broadcasters. Numerous Members of Congress attended the campaign’s kick-off event on Capitol Hill to learn how broadcasters educate their communities to combat this deadly epidemic.

Since 2013, Sinclair has produced hundreds of local news stories covering the devastating impact of opioid misuse in their communities, tracing causes of the crisis, and reporting on how local leaders are addressing it. Many of these stories, including referrals to local treatment services, are archived on Sinclair’s local station websites in its digital series, “*Hooked on Heroin.*” Sinclair has also conducted nearly a dozen live town halls, convening local public health officials, drug counselors, law enforcement, and addicts themselves to discuss policies aimed at both treatment and prevention.

“Tackling this problem involves everyone from parents to physicians to policy makers at all levels,” said Rebecca Hanson, Sinclair’s Senior Vice President for Strategy and Policy. “As America’s first informers, broadcasters recognize that the solution starts with education and awareness through local news in our communities, where this epidemic inflicts the most pain.”

“Joining the Partnership for Drug-Free Kids deepens our commitment to this ongoing, tragic story,” said Scott Livingston, Sinclair’s Vice President of News. “Whether it is uncovering regional heroin trafficking routes, investigating prescription drug practices, or helping families share their personal struggles and successes, our stations alert, inform and empower our viewers to take on this public health crisis.” The company will support the Partnership for Drug-Free Kids awareness campaign with PSAs, digital content, social media, and continued broadcast news coverage in 2017.

About Sinclair:

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 482 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.sbgi.net.

For press inquiries, contact Scott Livingston, Vice President of News, at (410) 891-3443.

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