

SINCLAIR

BROADCAST GROUP

FOR IMMEDIATE RELEASE

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SINCLAIR TO LAUNCH ‘KIDSClick’ MULTIPLATFORM PROGRAMMING BLOCK FOR CHILDREN

**Will air Weekdays from 6:00 a.m. – 9:00 a.m.
And Weekends 7:00 a.m. – 10:00 a.m. ET/PT**

BALTIMORE, MD (May 2, 2017) - Sinclair Broadcast Group, Inc. (Nasdaq: [SBGI](#)) announces its newest entry into the content arena with ‘KidsClick,’ a national multiplatform programming block geared for children. KidsClick, which launches Saturday, July 1, 2017 and airs daily, will feature robust and age-appropriate content available on all screens, including broadcast television, online, pay TV, mobile and over-the-top (OTT). KidsClick initially will be available in more than 75 million broadcast TV homes through many Sinclair-owned and operated stations and on national network partner, ThisTV.

“The broadcast industry was the original destination for children’s programming, and we are very excited to once again play a meaningful role in offering such important, high-quality content,” said Steve Marks, EVP & Chief Operating Office of Sinclair’s television group. “Our decision to re-enter the kids’ space with KidsClick is a natural step for Sinclair as we expand our reach to the next generation of broadcast viewers. More importantly, our KidsClick’s platform offers parents an option for high-quality, well-known, carefully vetted content and brands.”

“ThisTV is thrilled to be a broadcast partner for Sinclair’s new children’s block, KidsClick,” said John Bryan, President, Domestic Television Distribution, MGM. “As ThisTV continues to evolve, KidsClick gives our audience more choices with established brands and introduces them to some exciting new children’s programming.”

KidsClick will air Monday through Friday from 6:00 a.m. to 9:00 a.m. and 7:00 a.m. to 10:00 a.m. ET/PT on Saturday and Sundays.

This summer, KidsClick also will be available online (desktop and mobile), via tablet and smartphone apps and games, and via OTT platforms like Roku, in addition to broadcast television. The content will consist of an ever-growing list of long- and short-form video content that is appropriate for kids and advertisers, with an industry-exclusive hyper-local advertising/promotional component through Sinclair’s 170+ station websites as well as ThisTV’s website.

About Sinclair

Sinclair is one of the largest and most diversified television broadcasting companies in the country. Pro forma for all pending transactions, the Company will own, operate and/or provide services to 191 television stations in 89 markets, broadcasting 551 channels. The Company has multiple emerging networks as well as being affiliated with all the major networks. Sinclair is a leading local news provider in the country and 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.

About THISTV

THIS TV launched nationally in November 2008 and is the premiere multicast programming service dedicated to movies in the country. THIS TV has nearly 150 affiliates and is in 85% of the U.S. market reaching approximately 97 million households. In addition to MGM films, THIS TV affiliates carry a block of programming dedicated to children's viewing. Many THIS TV affiliates carry rebroadcasts of local news programming and local or regional sporting events.

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