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## **SINCLAIR BROADCAST GROUP TAPS AMESHIA CROSS TO ANCHOR NEW COMMENTARY SEGMENT, 'CROSS POINT'**

**Baltimore, Maryland** (January 23, 2019) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) today announced it is hiring Ameshia Cross to produce and host a new, daily commentary segment, 'Cross Point with Ameshia Cross.' As programming like 'Connect to Congress' continues to garner high engagement and strong reception among viewers, the addition of Ms. Cross will expand the repertoire of contributors and provide another perspective to the issues discussed in Boris Epshteyn's 'Bottom Line with Boris.'

In her new commentary role, Ms. Cross will leverage her decade of experience working at the intersection of policy, politics and communications for numerous progressive causes. She joins the Sinclair family after serving as Director of State Policy at the Pretrial Justice Institute to advance safe, fair, and effective pretrial reform. Prior to this, Ms. Cross was Director of Policy and External Affairs for the National Black Child Development Institute, in addition to her role of Communications Director for the D.C.-based Caldwell Strategic Consulting. In this capacity, Ms. Cross spearheaded communications and advocacy campaigns focused on gun control, criminal justice reform, policing, clean energy, and gender issues.

"I'm grateful to Sinclair for this platform to engage viewers in a civil discourse that will include diverse perspectives to challenge preconceived notions," said Ms. Cross. "Having contributors that can offer different insights on the same topic is an important step in viewers finding common ground, and I'm thrilled to have this opportunity."

Ms. Cross has significant experience working in communications and advocacy campaigns in Chicago, with roles focused on education, environment, and healthcare policy initiatives. From 2016 to 2017, she served as Manager of Government Affairs for the Noble Network of Charter Schools, and prior to this was Director of Public Relations and Marketing for City Colleges of Chicago. Additionally, her background includes working as an Illinois Field Lead for Get Covered America in 2014, where she managed community outreach events to maximize Affordable Care Act (ACA) enrollment. Ms. Cross also has electoral experience, having worked as a Communications Analyst on President Barack Obama's 2012 campaign, and as a field organizer for Chicago Mayor Rahm Emanuel's 2010 campaign.

"At Sinclair, the viewer is at the center of everything we do and we strongly believe 2019 will mark the year that local broadcast further establishes itself as the go-to source for news, commentary, and entertainment. As we continue to develop new programming that represents the tastes of viewers across the country, we're excited to have someone with Ameshia's experience and knowledge on a range of issues," said Scott Livingston, Senior Vice President of News. "Surveys continue to show that audiences

trust and value local broadcasts more than any other news source and we feel it's important to continue bringing a diverse range of perspectives to our viewers.”

**About Sinclair Broadcast Group, Inc.**

Sinclair is one of the largest and most diversified television broadcasting companies in the country. The Company owns, operates and/or provides services to 191 television stations in 89 markets. Sinclair is a leading local news provider in the country and operates the greatest number of award-winning news rooms in the industry and is dedicated to impactful journalism with a local focus. The Company has multiple national networks, live local sports production, as well as stations affiliated with all the major networks. 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](http://www.sbgi.net)

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