

News Release

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Baltimore, MD

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SINCLAIR NAMES BASON NEW REGIONAL VICE PRESIDENT

Sinclair Communications announces the appointment of Lon Bason as Regional Vice President/General Manager. Bason will be based in St. Louis and perform as General Manager for Sinclair's WIL/WRTH/KIHT as well as oversee the Company's KPNT/WVRV St. Louis and KCFX/KQRC/KCIY/KXTR in Kansas City.

For the past nine years Bason has been in Austin, Texas as VP/GM of the ARS properties. Those stations were originally owned by Keymarket which is now the radio division of Sinclair.

"Lon did a fantastic job for us for five years in Austin. We went through the rough times together back in the late 80's and early 90's so I know Lon will get the job done. We are excited to make this addition to our already strong management line up," stated Sinclair COO Barry Drake.

Bason's appointment is effective immediately and coincides with Sinclair's purchase of Heritage Media.

Sinclair Broadcast Group, Inc. is one of the nation's largest broadcast groups. Sinclair owns and/or provides programming services or has agreements to acquire 55 television stations in 37 separate markets, and owns, provides sales and programming services to, or has agreements or options to acquire, 59 radio stations in 11 separate markets. Sinclair's television group will soon reach approximately 22.5% of U.S. television households and will include ABC, CBS, FOX, NBC, WB and UPN affiliates. Sinclair's radio group is one of the top fifteen groups in the United States.

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