

Sinclair Names Michael Norten as General Manager of WPGH-TV, Pittsburgh

BALTIMORE, Aug. 10 /PRNewswire/ -- Michael Norten has been named the General Manager of WPGH (FOX 53) and the WCWB (WB22) time brokerage agreement effective August 2nd. The announcement was made today by Stu Powell, Regional Director for Sinclair Broadcast Group, Inc. (Nasdaq: SBGI).

Of the appointment, Stu Powell says, "Mike brings a wealth of knowledge and experience to our stations. His presence as General Manager will help us better serve Pittsburgh."

Barry Drake, CEO of the Sinclair Television and Radio Divisions, commented, "Recruiting a talented broadcaster like Mike Norten to Pittsburgh will allow Stu Powell to take a more active role in all of the stations he oversees in his region, including the Sinclair properties in St. Louis, Cincinnati, Kansas City, Buffalo and Rochester. These markets are already doing a good job, but going forward, his people will benefit to an even greater degree from his knowledge and experience in the television business."

On his new position, Mike Norten says, "I'm looking forward to a tremendous relationship with Sinclair. Managing both the FOX and WB franchises in Pittsburgh presents a great opportunity. I'm excited about contributing to the success of both stations."

Prior to this position, Mike was director of sales at WGNX, the Tribune station in Atlanta. Mike's other experience includes: Vice-President and General Manager of KOLD in Tucson, General Sales Manager at both KNXV in Phoenix and WBAY in Green Bay and Vice-President at Blair Television in Chicago.

Mike graduated from Drake University in Des Moines, Iowa with a bachelor's degree in Journalism. He is married and has 2 children.

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns or programs 58 television and 51 radio stations. Upon completion of all pending transactions, Sinclair will own or program 59 television stations in 38 separate markets. Sinclair's television group will reach approximately 24.4% of U.S television households and includes ABC, CBS, FOX, NBC, WB, and UPN affiliates.

SOURCE Sinclair Broadcast Group, Inc.

Web site: <http://www.sbgi.net>

Company News On-Call: <http://www.prnewswire.com/comp/110203.html> or fax, 800-758-5804, ext. 110203

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