

Sinclair Names Lisa Saffell General Manager

BALTIMORE, May 17 /PRNewswire/ -- Lisa Saffell has been named General Manager of KSMO-TV (WB 62) in Kansas City. The announcement was made by Barry Drake, CEO of the Television Division of Sinclair Broadcast Group, Inc. (Nasdaq: SBGI).

In making the announcement, Mr. Drake said, "We are delighted to have Lisa join our team in Kansas City. She has done an outstanding job as the General Sales Manager of Sinclair's Lexington, KY station, WDKY-TV (FOX 56), and we are looking forward to building on those successes at our Kansas City station."

Michael Granados, Regional Manager, added, "Lisa has demonstrated her ability to lead a team and grow a station. She has a strong work ethic and high level of professionalism making her ideal for this position. We are also pleased that this promotion gives Lisa the opportunity to return to her hometown. It will certainly be a benefit to the community to have the station run by a 'hometown' General Manager."

"I am very excited about joining our team in Kansas City," commented Ms. Saffell. The people at KSMO-TV are smart, experienced television professionals, and I look forward to building on the station's success and its role in the community. My family and I are also thrilled to be coming back home to the Kansas City area."

Ms. Saffell has over 13 years of television broadcasting experience. Since 1997, she has served as the General Sales Manager at WDKY-TV and prior to that, she was the National Sales Manager for the CBS affiliate in Lexington, KY. Her experience includes various sales management positions at both the national and local levels.

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns or programs 61 television stations in 40 markets and 6 radio stations in one market. Sinclair's television group reaches approximately 25.0% of all U.S. television households and includes ABC, CBS, FOX, NBC, WB, and UPN affiliates. Sinclair, through its wholly-owned subsidiary, Sinclair Ventures, owns equity interests in Internet-related companies including BeautyBuys.com, Inc., an e-tailer of brand name health and beauty products; NetFanatics, Inc., an e-business solutions and applications provider; and Synergy Brands, Inc., an incubator of on-line consumer product companies. Other strategic investments of Sinclair Broadcast Group include Acrodyne Communications, Inc., a leading manufacturer of transmitters and other television broadcast equipment.

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