

Sinclair Names Michael Eichhorn General Manager in Flint, MI

BALTIMORE, Nov. 9 /PRNewswire/ -- Michael Eichhorn has been named General Manager of WSMH-TV (FOX 66) in Flint, Michigan. 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, "During the past year as Station Manager for WSMH-TV, Mike has shown his ability to successfully handle the additional challenges of leading a station. We are delighted to once again promote Mike within the Sinclair organization and look forward to continue building on his successes."

"Mike is most deserving of this promotion," commented Steve Marks, Regional Director of Sinclair. "His accomplishments at WSMH-TV have come through hard work, determination, and leadership. Mike is the perfect choice to continue leading the station to even greater heights."

"I've enjoyed being a part of WSMH-TV's growth and working with such tremendous people," commented Mr. Eichhorn. "As we move into the future, I look forward to continuing our successes and further strengthening our ties with the community."

Mr. Eichhorn has been with WSMH-TV for over four years, most recently serving as Station Manager, and prior to that as Local Sales Manager. He has held various sale positions at WSMH-TV and was an Account Executive at WEYI-TV in Flint. He is a graduate of Specs Howard School of Broadcasting Arts.

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns or programs 62 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 G1440, an Internet development and integration company, and BeautyBuys.com, Inc. and Synergy Brands, Inc. Sinclair has a strategic alliance with Acrodyne Communications, Inc., a manufacturer of transmitters and other television broadcast equipment. For more information, please visit our website at [www.sbgi.net](http://www.sbgi.net).

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