

Sinclair Names Will Davis as General Manager in Greensboro, NC

BALTIMORE, Nov. 17 /PRNewswire/ -- Will Davis has been named General Manager of Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) and will oversee WXLV-TV (ABC 45) and WUPN-TV (UPN 48) in Greensboro - Winston Salem - High Point, NC, both of which are programmed by Sinclair under a time brokerage agreement. The announcement was made by Barry Drake, CEO of the Television Division of Sinclair. In addition to his new responsibilities, Mr. Davis will continue to serve as Regional Manager, overseeing WMMP-TV (UPN 36) in Charleston, SC, WEMT-TV (FOX 39) in Tri-Cities, TN, and WTAT-TV (FOX 24) in Charleston, SC, which is programmed by Sinclair under a time brokerage agreement.

In making the announcement, Mr. Drake said, "Will has a long history of proven success at overseeing television operations, and we are thrilled to have him spearhead our efforts in Greensboro."

"With a new tower coming on line early next year and our renewed commitment to news, these television stations are poised for tremendous growth," commented Mr. Davis. "I look forward to joining the talented team already in place and working to further establish WXLV-TV and WUPN-TV as a positive force in the Triad."

Mr. Davis has served as the General Manager for WTTV-TV (WB 4) in Indianapolis, WSMH-TV (FOX 66) in Flint, KDSM-TV (FOX 17) in Des Moines, and WLOS-TV (ABC 13) in Asheville, all Sinclair television stations. Prior to that, he worked in the news and programming departments at WRAL-TV in Raleigh-Durham. Additionally, Mr. Davis was a member of the start-up team for "Evening Magazine," which was later syndicated nationally as PM Magazine." Mr. Davis is a graduate of the University of North Carolina where he studied Journalism.

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns or programs 62 television stations in 40 markets. 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, VisionAIR, a wireless data applications developer, 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.

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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