

Sinclair Names Scott Sanders as General Manager in Richmond, Virginia; Bill Lane Named Station Manager

BALTIMORE, Jan. 18 /PRNewswire/ -- Scott Sanders, a General Manager of the Television Division of Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) has added the oversight of WRLH-TV (FOX 35) in Richmond, Virginia to his responsibilities. WRLH-TV is programmed by Sinclair under a time brokerage agreement. The announcement was made by Barry Drake, CEO of the Television Division. In addition to his new responsibilities, Mr. Sanders will continue to manage Sinclair's WTVZ-TV (WB 33) in Norfolk, Virginia.

In a related move, Bill Lane adds Station Manager of the Television Division of Sinclair to his responsibilities and will assume the day to day oversight of the WRLH-TV time brokerage agreement, in addition to his current role as General Sales Manager for the agreement.

In making the announcement, Mr. Drake said, "These appointments allow us to benefit from Scott's six years of experience with Sinclair in the Virginia area and to capitalize on the historical commercial relationships between these two markets. On a daily basis, we look forward to Bill continuing our efforts to build upon the sales and operations foundations that have been established in the past nine months."

"I am thrilled to lead the effort to oversee WRLH-TV and WTVZ-TV. By combining each station's strengths and differences, we can offer an even more valuable service to the community, viewers and advertisers," commented Scott Sanders.

"WRLH-TV has enormous potential which will continue to be developed and supported under the direction and vision of Scott," stated Bill Lane. "I look forward to this exciting opportunity and continuing to work with such a talented staff."

Mr. Sanders has served as a General Manager for Sinclair overseeing WTVZ-TV since 1996. In the 14 years prior to that, he held various sales positions, including General Sales Manager, National Sales Manager, Local Sales Manager and Account Executive. In addition to his sales experience, Mr. Sanders spent three years on the advertising agency side as a Media Buyer. Mr. Sanders holds a Bachelor of Science Degree from Fairleigh Dickenson University.

Mr. Lane has served as General Sales Manager of WRLH-TV since August 2000. Prior to that, he served as the Local Sales Manager and as the National Sales Manager for WTTE-TV in Columbus, Ohio, a station programmed by Sinclair under a time brokerage agreement. In addition, Mr. Lane has over 12 years of television sales experience. Mr. Lane attended the University of Louisville.

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 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.

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