

Sinclair Names Dan Mellon as General Manager of KOVR-TV, Sacramento, CA

BALTIMORE, May 1 /PRNewswire/ -- Dan Mellon has been named General Manager of KOVR-TV (CBS 13) in Sacramento, California. The announcement was made by David Smith, CEO of Sinclair Broadcast Group, Inc. (Nasdaq: SBGI).

In making the announcement, Mr. Smith said, "We are pleased to have Dan manage our largest CBS affiliate. Dan brings considerable leadership and depth of experience, having worked in the broadcast industry for over 16 years and, more recently, having managed our largest television market station, KMWB-TV in Minneapolis."

"Dan's experience with CBS affiliated stations and his success as a General Manager, made him the ideal choice to oversee such an established affiliate," commented Michael Granados, Regional Director for Sinclair.

"I look forward to working with the talented team of men and women at KOVR-TV," commented Dan Mellon. "We remain committed to focusing on the needs of our community, viewers and customers."

Mr. Mellon has served as General Manager for Sinclair's KMWB-TV (WB 23) in Minneapolis since 1998. From 1994 to 1998, he served as Director of Sales and as National Sales Manager for various CBS television station groups. Prior to that and since 1985, Mr. Mellon worked for several companies where he served sales manager and account executive. Mr. Mellon holds a Bachelor of Business Administration degree from Pace University in New York.

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns and operates, 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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