

Sinclair Names Vice Presidents of Sales and Marketing

BALTIMORE, Aug. 9 /PRNewswire/ -- Darren Shapiro has been named Vice President, Sales and Jeff Sleete has been named Vice President, Marketing of the Television Division of Sinclair Broadcast Group, Inc. (Nasdaq: SBGI). The announcement was made by David Smith, President and CEO of Sinclair.

In their new positions, Mr. Shapiro will oversee and assist the stations in their selling efforts, while Mr. Sleete will oversee their marketing and sales development. Recently, in a separate announcement, Gregg Siegel was named Vice President, National Sales responsible for overseeing Sinclair's national sales representation firm agreement.

In making the announcement, Mr. Smith said, "Our objective is to have a coordinated effort among our sales management team that maximizes each person's respective talents for the ultimate benefit of the Company. Darren has been with the Sinclair organization since 1989 and has served in a variety of sales management roles for us, including General Sales Manager of our flagship station in Baltimore, WBFF-TV. Darren's enthusiasm for the business, broad sales experience, and focus on sales excellence make him the perfect choice to lead our station's sales efforts."

Smith continued, "Jeff has been one of the primary drivers in implementing our local sales strategy. His understanding of the advertiser's needs and how best to communicate with them is surpassed only by his approach to marketing and sales training. Jeff has done a tremendous job in taking our sales force to the next level and helping our sales staff create and maintain local customer relationships."

"My new role allows me to fully integrate my sales strengths and experiences with the reach and marketing power of our television stations," commented Shapiro. "Sinclair's stations have some of the best programming and demographics available to offer advertisers, and I am thrilled about the opportunity to work with our stations to assist advertisers in reaching their consumers."

"This is a challenging, but exciting time for broadcasters," commented Sleete. "I greatly look forward to an expanded role in the sales operations of Sinclair and hope to build upon what is an already solid sales organization."

Mr. Shapiro most recently served as Director of Internet Sales. From 1999 to 2000, he served as New Business Development Manager and, prior to that and from 1993, he served as General Sales Manager and Local Sales Manager for WBFF-TV, Sinclair's FOX affiliate in Baltimore, Maryland. From 1989 to 1993, Mr. Shapiro served as Corporate National Sales Manager. Prior to that he was the Senior Account Executive at Seltel, Inc. Mr. Shapiro holds a Bachelor's degree in Economics from the University of Rochester.

Mr. Sleete most recently served as a Regional Director and as Regional Sales Counselor for Sinclair's television stations. From 1996 to 1999, he was the Vice President of Sales & Marketing for Sinclair's radio division. Prior to that and from 1985, he served as a General Manager of radio stations in Detroit, Houston and West Palm Beach. From 1980 to 1985, Mr. Sleete headed a national sales representation firm office in Detroit and was a General Sales Manager for two radio stations. Prior to that, he was an account executive for both local and national sales. Mr. Sleete holds a Bachelor of Science degree from Eastern Michigan University.

Sinclair Broadcast Group, Inc., the largest and one of the most diversified television broadcasting companies, currently owns and operates, or programs, 62 television stations in 40 markets. Sinclair's television group includes FOX, WB, ABC, CBS, NBC, and UPN affiliates and reaches approximately 25.0% of all U.S. television households. 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 Sinclair's website at www.sbgi.net.

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Web site: <http://www.sbgi.net>

CONTACT: David Smith of Sinclair Broadcast Group, +1-410-568-1500

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