

Sinclair Names Neal Davis General Manager of WLFL-TV and WRDC-TV In Raleigh, North Carolina

BALTIMORE, Aug. 27 /PRNewswire-FirstCall/ -- Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that Neal Davis has been named General Manager for WLFL-TV (WB 22) and WRDC-TV (UPN 28) in Raleigh, North Carolina. The announcement was made by David Smith, President and CEO of Sinclair.

In making the announcement, Mr. Smith said, "We are extremely pleased to have Neal oversee our Raleigh duopoly. He brings considerable television sales and management experience, as well as familiarity with the operations of non-traditional network affiliates, such as WB, UPN, and FOX stations. This is a great opportunity for Neal and a solid addition for us in Raleigh."

"Raleigh/Durham is a beautiful area, and my family and I are very excited to become a part of its community," commented Mr. Davis. "I am equally thrilled to join the teams at WLFL and WRDC and working with them in providing quality television to our market's viewers and advertisers."

Mr. Davis most recently served as the General Manager for WMBD-TV and for Sinclair's FOX affiliate, WYZZ-TV in Peoria, Illinois. Prior to that, Mr. Davis served as the Station Manager for WYZZ-TV since 1999. He has held various sales-related positions including that of Director of Sales, General Sales Manager, Local Sales Manager and Account Executive. Mr. Davis received his Bachelor of Science degree in Business Administration from the University of Illinois.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, owns and operates, programs or provides sales services to 62 television stations in 39 markets. Sinclair's television group includes FOX, WB, ABC, CBS, NBC, and UPN affiliates and reaches approximately 23.9% of all U.S. television households. For more information, please visit Sinclair's website at www.sbgi.net.

MAKE YOUR OPINION COUNT - Click Here
<http://tbutton.prnewswire.com/prn/11690X66748389>

SOURCE Sinclair Broadcast Group, Inc.

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

CONTACT: Craig Millar, VP & Regional Director, Sinclair Broadcast Group, +1-615-259-5617

Company News On-Call: <http://www.prnewswire.com/gh/cnoc/comp/110203.html>