

## News Release

Contact: Steve Marks, COO  
(813) 886-9882

### **SINCLAIR NAMES DAVID SCHWARTZ DIRECTOR OF SALES**

Baltimore (May 1, 2007) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that David Schwartz has been named Director of Sales for Sinclair. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair’s television group.

In making the announcement, Mr. Marks said, “David brings a wealth of experience to this position, having served as a television station general manager and worked at national rep firms. In his new role, David will be working with our television stations primarily on pricing, inventory management, network opportunities and other revenue generating projects.”

“I am excited to assume my new position as Director of Sales, particularly at a time when broadcast television has so many potential revenue-generating opportunities available to it,” commented David Schwartz. “I also look forward to working with our television station management team to achieve our collective sales goals.”

Mr. Schwartz most recently and from 2004 served as General Manager of Sinclair’s WSMH-TV in Flint, Michigan. From 2002 to 2004, Mr. Schwartz was Vice President and Director of Sales for Transit Television Network. From 1996 to 2001, he served as Vice President and Director of Sales for WRBW-TV in Orlando, Florida. Prior to that, Mr. Schwartz held various positions at the National Rep firms, Seltel and Petry, including 10 years as Senior Vice President/Director of Sales for Seltel.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, owns and operates, programs or provides sales services to 58 television stations in 36 markets. Sinclair’s television group is affiliated with all major networks and reaches approximately 22% of all U.S. television households. For more information, please visit Sinclair’s website at [www.sbgi.net](http://www.sbgi.net).

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