

## News Release

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### **SINCLAIR NAMES DON O’CONNOR GENERAL MANAGER IN SYRACUSE, NEW YORK**

BALTIMORE (May 18, 2010) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Mr. Don O’Connor was named General Manager for WSYT-TV (FOX 68) in Syracuse, New York. Mr. O’Connor will also be responsible for oversight of WNYS-TV (MNT 43), which is programmed by Sinclair under a time brokerage agreement. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair’s television group.

In making the announcement, Mr. Marks said, “Don has been with WSYT and WNYS for the majority of his broadcasting career and there is no one as prepared who understands the Syracuse market dynamics, the audience’s interests and the needs of its local businesses. We believe the stations will thrive and the Syracuse community will benefit through Don’s leadership.”

“I look forward to building on our success by continuing to deliver unique programming to our viewers and providing an audience opportunity for our advertisers to market their product,” commented Mr. O’Connor. “I’m thrilled that this next phase of my professional life allows me to remain in Syracuse and to lead the dedicated staffs of WSYT and WNYS, where I have spent most of my broadcasting career.”

Since 1991, Mr. O’Connor has held various management and sales positions at WSYT/WNYS, including General Sales Manager, National Sales Manager and Account Executive. Prior to that and from 1987, he was an Account Executive at WRGB-TV in Schenectady, NY and from 1985, an Account Manager for the MTV Network. Mr. O’Connor is a graduate of Syracuse University.

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 35 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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