

News Release

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SINCLAIR ANNOUNCES CORPORATE PROMOTIONS

BALTIMORE (June 7, 2010) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Mr. Dave Schwartz has been promoted to Vice President of Sales and Mr. Rob Weisbord has been promoted to Vice President of New Media. The announcements were made by Mr. Steve Marks, Chief Operating Officer of Sinclair's television group.

In making the announcement, Mr. Marks said, "David is someone who completely understands the Company's sales objectives, but more importantly has demonstrated how to accomplish them. He is not only tenacious and inventive in his approach to achieving these objectives, but is as diligent in monitoring and following up on the daily sales processes. Simply put, he is a winner and a leader."

Mr. Marks continued, "Rob's knowledge on how to find marketing solutions for advertisers in emerging media like mobile and internet advertising is more than impressive. He has demonstrated a knowledge for both the technical and marketing aspects and driven Sinclair's efforts in developing revenue streams on emerging media. Helping our advertisers reach our mass audiences is critical to our long term strategy. Finding leadership that not only understands how the new technology works, but also how to market it, is critical to our success. Rob has those qualities."

Mr. Schwartz most recently and from 2007, served as Director of Sales for Sinclair. Prior to that and from 2004, he was 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.

Mr. Weisbord most recently and from 2009, served as Director of Digital Interactive Marketing for Sinclair. From 1997, he served in various management positions for the Company including Regional Group Manager, General Manager for the Company's Las Vegas duopoly of KVMY-TV and KVCW-TV, and Director of Sales. Prior to that and from 1993, he was National Sales Manager for WTVT-TV in Tampa. Mr. Weisbord began his broadcasting career in the radio industry with Family Group Broadcasting in 1985. Mr. Weisbord holds a Bachelor of Science degree in Business Management and a Masters in Business Administration from the University of Tampa.

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.

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