

News Release

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SINCLAIR NAMES PHILIP WATERMAN GENERAL MANAGER OF WUCW-TV IN MINNEAPOLIS/ST. PAUL, MINNESOTA

Baltimore (November 8, 2010) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Philip Waterman has been named General Manager of WUCW-TV (CW 23) in the Minneapolis/St. Paul, Minnesota market. The announcement was made by Steve Marks, Vice President and Chief Operating Officer of Sinclair’s television group.

In making the announcement, Mr. Marks said, “Phil is a seasoned broadcaster with experience managing CW stations. His history of success and creativity are sure to take the station to a higher level.”

“I am very excited to be moving to the Minneapolis/St. Paul area and for the opportunity to work with the talented professionals at CW Twin Cities,” commented Mr. Waterman. “I look forward to leading the further development of the station’s business opportunities and to continue to build the best entertainment option for our viewers.”

Philip Waterman was most recently Vice President and General Manager of Tribune Television New Orleans which includes WGNO ABC 26, and the CW affiliate, WNOL-TV. He was previously Group Vice President of Communications Corporation of America / White Knight Broadcasting, overseeing up to 11 TV stations. Mr. Waterman was General Manager of four stations in the group: WVLA NBC33, WGMB FOX44, WBRL CW21 and an independent, KZUP-TV. He was also Vice Chairman of Television for the Louisiana Association of Broadcasters. Prior to entering station management, Mr. Waterman was Director of Sales of two Clear Channel TV stations (FOX & UPN) in Jacksonville, Local Sales Manager for FOX Television Stations, Inc. in Chicago and Washington DC, and Manager of National Spot Sales for CBS Television Stations, Inc. in Chicago and Boston. He worked as an Account Executive for CBS National Spot in Dallas and New York, and sold locally in Dallas and Roswell, NM. Mr. Waterman was also president of two companies that he created, AdMax, Inc., an unwired television network, and the Cogan Company, a television sales & marketing consulting firm.

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. The Company regularly uses its website as a key source of Company information and can be accessed at www.sbgi.net.

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