

News Release

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SINCLAIR NAMES KERRY JOHNSON GENERAL MANAGER OF KGAN-TV IN CEDAR RAPIDS, IOWA

BALTIMORE (November 22, 2010) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Mr. Kerry Johnson was named General Manager for KGAN-TV (CBS) in Cedar Rapids, Iowa in addition to continuing as General Manager for Sinclair’s WMSN-TV (FOX) in Madison, Wisconsin. Mr. Johnson will also oversee sales and other non-programming related services of KFXA-TV (FOX) in Cedar Rapids pursuant to an Outsourcing Agreement. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair’s television group.

In making the announcement, Mr. Marks said, “We are pleased to expand Kerry’s responsibilities with the addition of the Cedar Rapids stations. During his past five years with us in Madison, he has demonstrated his success in managing FOX affiliates. Likewise, we look forward to bringing his many years of experience in leading sales teams in traditional network affiliates to the stations.”

“I am excited about this opportunity because I see the stations’ tremendous potential,” commented Mr. Johnson. “Given their local news franchises and the strength of the CBS and FOX Networks’ prime-time and sports programming, it is my intent to elevate the contribution these stations are making in the community.”

Mr. Johnson has served as General Manager of Sinclair’s FOX affiliate (WMSN-TV) in Madison, WI since 2005. From 1999 to 2005, Mr. Johnson served as General Sales Manager and from 1997 until 1999 as Local Sales Manager for WKOW-TV (ABC) in Madison, WI. Prior to that and from 1996 he was the Local Sales Manager of WISN-TV (ABC) in Milwaukee, WI. In addition, Mr. Johnson has over 10 years of broadcast sales experience having served as Account Executive for WISN-TV, WLUK-TV in Green Bay, WI, and WYNE Radio in Appleton, WI. Mr. Johnson holds a Bachelor of Science degree in Radio and Television Broadcasting with an emphasis on Management and Production from the University of Wisconsin-Platteville.

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.sbg.net.

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