

## News Release

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### **SINCLAIR NAMES CHAD CONKLIN GENERAL MANAGER OF WSMH-TV IN FLINT, MICHIGAN**

Baltimore (March 30, 2011) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Chad Conklin has been named General Manager of WSMH-TV (FOX 66) in the Flint/Saginaw/Bay City, Michigan market. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair’s television group.

In making the announcement, Mr. Marks said, “We are excited to promote Chad to the General Manager position. He has worked his way up through the ranks at the station, understands the market he is serving, and has demonstrated that he is ready for the next challenge. We look forward to Chad’s enthusiasm and leadership as he continues to build on the successes of John Hummel, WSMH’s prior General Manager who recently took on the position of General Manager for our CW/MYTV duopoly in Raleigh, North Carolina.”

“I am excited about the opportunity to lead the talented staff at WSMH and build upon our position in the market,” commented Chad Conklin. “Having been a part of this community and this station for more than a decade, I understand the challenges and needs facing our local businesses and advertisers, and the demands by our viewers for quality entertainment, news and sports programming. I intend to ensure that FOX 66 continues that history of serving and meeting the needs of the community.”

Mr. Conklin has spent the last 11 years with WSMH-TV, most recently serving as General Sales Manager since 2008. Prior to that and from 2005, he was the station’s Local Sales Manager and from 2004 to 2005, the National Sales Manager. Mr. Conklin began his career at the station in 2000 as an Account Executive. Mr. Conklin holds a Bachelor of Arts degree in Business with an emphasis in Marketing from Mount Mercy College.

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](http://www.sbg.net).

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