

News Release

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SINCLAIR NAMES JOHN HUMMEL GENERAL MANAGER OF WLFL-TV AND WRDC-TV IN RALEIGH, NC

Baltimore (March 30, 2011) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that John Hummel has been named General Manager of WLFL-TV (CW 27) and WRDC (MNT 28) in Raleigh, North Carolina. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair’s television group.

In making the announcement, Mr. Marks said, “John is a strong operator and a long time broadcaster with a history of success, including most recently as General Manager of our FOX affiliate, WSMH-TV, in Flint, Michigan. We are confident in John’s abilities to run our CW/MYTV duopoly in Raleigh and look forward to him enhancing the stations’ presence in the market.”

“I look forward to moving to the Raleigh area and working with the dedicated staffs at WRDC and WLFL,” commented John Hummel. “I believe these stations have so much potential, and our common goal will be to make sure the community is aware of our program offerings and that we are aware of our community’s needs.”

Mr. Hummel has over 20 years in television sales and management. Most recently and from 2007 he served as General Manager of Sinclair’s FOX affiliate, WSMH-TV in Flint, Michigan. Prior to that, he spent two years in the restaurant business. From 2001 to 2005, Mr. Hummel served as General Sales Manager for FOX owned/operated television stations. From 1997 to 2001, he was Senior Vice President and Director of Sales for Petry Media Corporations’ FOX television stations. From 1996 to 1997, Mr. Hummel was the General Sales Manager for WUHF-TV in Rochester, now owned by Sinclair. From 1992 to 1996, he served as Director of Sales and Operations for Tribune Plus and prior to that held various positions within the Tribune organization. Mr. Hummel started his broadcast career with the national rep firm, Petry Television. Mr. Hummel holds a Bachelor of Arts degree from St. Mary’s of the Plains 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.sbgi.net.

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