

# News Release

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## **SINCLAIR BROADCAST GROUP GROWS RELATIONSHIP WITH RENTRAK CORPORATION**

Baltimore, MD (June 26, 2012) – Sinclair Broadcast Group, Inc. (NASDAQ: SBGI) announced today that it has entered into an agreement with the Rentrak Corporation to replace its expiring Nielsen Media Research service with Rentrak’s Station Views Essentials service at the stations Sinclair recently purchased from Four Points Media Group in Salt Lake City, UT (CBS and MNT), West Palm Beach, FL (CW and Azteca), Providence, RI (CW) and Austin, TX (CBS and TEL). This agreement with Rentrak also covers WPEC, Sinclair’s CBS affiliate in West Palm Beach, extending the existing relationship Sinclair already has with Rentrak covering 12 other television markets.

“We are extremely pleased to extend our relationship with Rentrak,” commented Sinclair’s Chief Operating Officer, Steve Marks. “The relatively large database size provided by Rentrak’s service provides for much greater ratings stability and predictability than would otherwise be obtainable, at a very fair price. We plan to evaluate whether or not to make similar moves in other markets when our contracts with Nielsen come up for renewal in the near future.”

### **About Sinclair**

Sinclair Broadcast Group, Inc., the largest and one of the most diversified television broadcasting companies, owns and operates, programs or provides sales services to 74 television stations in 45 markets. Sinclair’s television portfolio consists of 20 FOX, 18 MNT, 14 CW, 11 ABC, 9 CBS, 1 NBC, and 1 Azteca station, in addition to 82 sub-channels. Sinclair's television group reaches approximately 26.3% of U.S. television households and is affiliated with all major networks. Sinclair owns equity interests in various non-broadcast related companies. The Company regularly uses its website as a key source of Company information and can be accessed at [www.sbgi.net](http://www.sbgi.net).

### **Forward-Looking Statements:**

The matters discussed in this news release include forward-looking statements regarding, among other things, future operating results. When used in this news release, the words “outlook,” “intends to,” “believes,” “anticipates,” “expects,” “achieves,” and similar expressions are intended to identify forward-looking statements. Such statements are subject to a number of risks and uncertainties. Actual results in the future could differ materially and adversely from those described in the forward-looking statements as a result of various important factors, including and in addition to the assumptions identified in this release, but not limited to, the impact of changes in national and regional economies, the volatility in the U.S. and global

economies and financial credit markets which impact our ability to forecast, our ability to integrate acquired businesses and maximize operating synergies, our ability to obtain necessary governmental approvals for our acquisitions, successful execution of outsourcing agreements, pricing and demand fluctuations in local and national advertising, volatility in programming costs, the market acceptance of new programming, the CW Television Network and MyNetworkTV programming, our news share strategy, our local sales initiatives, the execution of retransmission consent agreements, our ability to identify and consummate investments in attractive non-television assets and to achieve anticipated returns on those investments once consummated, and any other risk factors set forth in the Company's most recent reports on Form 10-Q, Form 10-K and Form 8-K, as filed with the Securities and Exchange Commission. There can be no assurances that the assumptions and other factors referred to in this release will occur. The Company undertakes no obligation to publicly release the result of any revisions to these forward-looking statements except as required by law.

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