

News Release

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SINCLAIR NAMES MICHAEL SIMON DIRECTOR OF ADVANCED TECHNOLOGY

Baltimore, MD (September 19, 2012) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Mr. Michael Simon has been hired as Director of Advanced Technology for Sinclair Television Group. The announcement was made by Mr. Mark Aitken, Vice President of Advanced Technology for Sinclair.

In making the announcement, Mr. Aitken said, "Development of Next Generation Broadcast Television standards and technologies will drive the future of our industry, and Mike is an industry leader in the broadcast technology arena. His history of work within the ATSC, DVB, TIA, 3GPP and other world SDO's (Standards Development Organizations) on next generation standards will enable us to move Sinclair and the broadcast industry forward. Our industry now stands at a crossroad. As the largest U.S. broadcaster, we have a greater responsibility to our industry, and we are confident that Mike's efforts will contribute greatly towards fulfilling those obligations."

Mr. Simon most recently served as Manager of Advanced Technology for Rohde & Schwarz where he was responsible for representing Rohde & Schwarz's interests in industry technical and standards issues, writing and developing standards foundational to many broadcast industry related organizations. Prior to this, Mr. Simon worked for Harris Corporation as a Lead Application Engineer and has held broadcast television engineering positions at television stations including a position as Chief Engineer for Sinclair in the Pittsburgh market from 1984-1989. Mr. Simon holds a BSEE from Point Park University (Pittsburgh) and a Master of Science in Telecommunications from the University of Pittsburgh. Mike Simon holds numerous patents associated with telecommunications systems and techniques.

In hiring Mr. Simon, Mark Aitken further commented, "Sinclair is probing the fundamental technologies that will enable us to leverage future business-enabling technologies, and we are designing and developing the advanced infrastructure needed to fuel the economics of our future. Talented, capable and skilled telecommunication engineers like Mike will ensure we can remain a competitive force in the advancing communications environment of a highly mobile wireless future."

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, owns and operates, programs or provides sales services to 74 television stations in 45 markets. Sinclair's television group is affiliated with all major networks and reaches approximately 26% of all U.S. television households. For more information, please visit Sinclair's website at www.sbgi.net.

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