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## **News Release**

### **SINCLAIR BROADCAST GROUP AND IHEARTMEDIA JOIN FORCES FOR UNCF AN EVENING OF STARS®**

WASHINGTON, DC and NEW YORK, NY (May 27, 2015)

Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) and iHeartMedia (Nasdaq: IHRT) announced today their joint media support for the UNCF (United Negro College Fund) through its annual televised show, *UNCF An Evening of Stars*®, a celebrity-packed evening of entertainment that raises money and awareness for minority higher education. Sinclair will air the show in all of its 78 television markets, reaching almost 40% of the country, beginning on June 6th\*. In addition, in each of Sinclair's news markets where there is a historically black college or university (HBCU), Sinclair will produce a news feature on that school leading up to the show. iHeartMedia will begin promoting Sinclair's broadcast of the UNCF television show on 156 of its radio stations in Sinclair's markets starting the week of June 1st.

UNCF has partnered with leading artists and their personal foundations to deliver on UNCF's motto: "A mind is a terrible thing to waste, but a wonderful thing to invest in®." This year's show highlights 20 students and presents more than \$500,000 to students attending HBCUs. Over its 36-year history, *UNCF An Evening of Stars*® has raised more than \$200 million and has helped hundreds of thousands of students attend and graduate from college.

Sinclair and iHeartMedia are committed to strengthening and serving their communities with quality programming that raises awareness of important civic issues. They are united today with this joint commitment to UNCF's goal of increasing the number of minority students and graduates from UNCF member institutions, HBCUs and all U.S. colleges and universities.

"We are proud to broadcast this important fundraiser to almost half the country, including markets where this show has never aired before," said Sinclair VP of Programming Bill Butler. "By offering our footprint to extend UNCF's message of educational opportunity almost nationwide, we hope to open new doors for the scholarship fund, as well as future UNCF beneficiaries."

"iHeartMedia believes in the power of UNCF and has been a longtime supporter of the organization," said Richard Lewis, Market President for iHeartMedia Philadelphia. "For the last

several years we have partnered with UNCF to drive viewership for the nationally televised *UNCF An Evening of Stars*<sup>®</sup>, and, through our newly formed partnership with Sinclair Broadcast Group, we will help expand the show's reach even further by attracting a broader, more local audience."

"The work we do is vital in supporting students to and through college, and the support from partners like Sinclair Broadcast Group and iHeart Media is vital to achieving this goal," said UNCF President and CEO Michael L. Lomax, PhD. "By helping UNCF spread the word and broadcast our message of providing access to higher education, these partners are helping us invest in better futures for young people across the country."

This year's show was made possible by national sponsors McDonald's and Wells Fargo. Target is an official sponsor and "Target Rising Stars" sponsor. Buick is a major sponsor. The City of Atlanta, iHeartMedia Inc., BET Networks, and Sinclair Broadcast Group serve as the city and media partners, respectively. The Walton Family Foundation and The Bill and Melinda Gates Foundation are philanthropic partners.

\*For dates/times per market, please visit [www.uncf.org/sites/aeos/#/aeos2015/tvlistings](http://www.uncf.org/sites/aeos/#/aeos2015/tvlistings)

To support education through UNCF, text UNCF to 50555, Call 1-800-332-8623 or go to UNCF.org.

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### **About Sinclair Broadcast Group, Inc.**

Sinclair Broadcast Group is the largest television station group in the country, serving a variety of rural, mid-size, and urban communities through its affiliations with ABC, CBS, Fox, NBC, Univision, the CW and MyNetworkTV. Sinclair produces over 2,200 hours of local news per week, as well as civic and public interest programming that serves the local information needs of its communities. For more company information go to [www.sbgi.net](http://www.sbgi.net).

### **About iHeartMedia**

With 245 million monthly listeners in the U.S., 97 million monthly digital uniques and 196 million monthly consumers of its Total Traffic and Weather Network, iHeartMedia has the largest reach of any radio or television outlet in America. It serves over 150 markets through 858 owned radio stations, and the company's radio stations and content can be heard on AM/FM, HD digital radio, satellite radio, on the Internet at iHeartRadio.com and on the company's radio station websites, on the iHeartRadio mobile app, in enhanced auto dashes, on tablets and smartphones, and on gaming consoles.

iHeartRadio, iHeartMedia's digital radio platform, is the No. 1 all-in-one digital audio service with over 500 million downloads; it reached its first 20 million registered users faster than any digital service in Internet history and reached 60 million users faster than any other radio or digital music service and even faster than Facebook. The company's operations include radio broadcasting, online, mobile, digital and social media, live concerts and events, syndication, music research services and independent media representation. For more company information visit [iHeartMedia.com](http://iHeartMedia.com).

### **About UNCF**

UNCF (United Negro College Fund) is the nation's largest and most effective minority education organization. To serve youth, the community and the nation, UNCF supports students' education and development through scholarships and other programs, strengthens its 37 member colleges and universities, and advocates for the importance of minority education and college readiness. Today, UNCF supports more than 60,000 students at over 900 colleges and universities across the country. Its logo features the UNCF torch of leadership in education and its widely recognized motto, "A mind is a terrible thing to waste."<sup>®</sup> Learn more at [www.uncf.org](http://www.uncf.org).