

NEWS RELEASE:

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## **SINCLAIR NAMES ERIC LAND GENERAL MANAGER IN BIRMINGHAM, AL**

Birmingham-Anniston-Tuscaloosa, AL (June 2, 2015) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Eric Land has been named General Manager of WBMA-TV (ABC), WTTO-TV (CW) and WABM-TV (MNT) in the Birmingham-Anniston-Tuscaloosa, AL market. Mr. Land will also oversee WDBB-TV (CW), which simulcasts WTTO's programming pursuant to a time brokerage agreement. The announcement was made by Steve Marks, Co-Chief Operating Officer of Sinclair's television group.

In making the announcement, Mr. Marks said, "Eric brings over 20 years of senior-level leadership experience and over 20 years of broadcast experience to his new role as General Manager in Birmingham. In his previous positions, he achieved record revenue and ratings growth for his stations as well as community recognition. We are excited to welcome him to Sinclair."

"I am looking forward to working with the talented team of professionals in Birmingham," commented Mr. Land. "Combined with Sinclair television group's reach, scale and leadership, we plan to build enhanced value for our viewers, valued clients and the communities that make up the Birmingham-Tuscaloosa-Anniston markets utilizing not only over-the-air television but our vast array of digital and mobile capabilities."

Mr. Land most recently served as President and General Manager of WTLV-TV (NBC) and WJXX-TV (ABC) in Jacksonville, FL from 2012 to 2014. From 2009 to 2012, he was the President and Chief Executive Officer of Walkabout Air Aviation in Tampa, FL and from 2006 to 2009, he was the Chief Operating Officer of the Tampa Bay Buccaneers. Prior to that he held various management and sales positions, including the position of General Manager for television stations in Tampa, FL (WFLA-TV), Birmingham, AL (WIAT-TV), Buffalo, NY (WGRZ-TV), and Flint/Saginaw, MI (WEYI-TV currently operated by Sinclair pursuant to a Joint Sales Agreement). Mr. Land graduated with a Bachelor of Science degree in Radio/Television from Ohio University in Athens, OH.

Sinclair Broadcast Group, Inc. is the largest and one of the most diversified television broadcasting companies with affiliations with all the major networks. The Company regularly uses its website as a key source of Company information which can be accessed at [www.sbgnet.net](http://www.sbgnet.net).

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