

News Release

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SINCLAIR ANNOUNCES CORPORATE PROMOTIONS

Baltimore (August 31, 2015) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced the corporate promotions of Kevin Cotlove, Ryan Moore and Ben Miller. The announcement was made by Rob Weisbord, Chief Operating Officer of Sinclair Digital.

Mr. Cotlove was promoted to Vice President of Digital Operations and Content from Senior Director of Content and Publishing. In his previous position, Mr. Cotlove was responsible for the hiring and oversight of Sinclair's product development team, creating Sinclair's publishing policies, and intricately involved in the new content management system build out. In his new position, Mr. Cotlove will be involved in building out a mobile development team and a national content brand roll-out, continuing the improvement of our content management system, website designs and publishing capabilities, and oversee the digital content strategy on all screens for Sinclair, as well as help evaluate potential digital investments.

Mr. Moore was promoted to Vice President of Digital Sales from Senior Director of Digital Sales. In his previous position, Mr. Moore was responsible for the oversight of the digital sales strategy in conjunction with the Chief Operating Officer, building out our national sales strategy, as well as working with our third-party vendors. In his new position, Mr. Moore will be responsible for local, national and political digital revenues, overseeing of the digital advertising operations team, working with third-party vendors on sales strategy, training of Regional and Digital Sales Managers, and communicating new revenue concepts to all station management.

Mr. Miller was promoted to Vice President of Product Development from Senior Director of Product Development. In his previous position, Mr. Miller was responsible for building out the product development team, building the new content management system, creating new website templates and designs, evaluating third-party tech functionality and capability, developing patented technology, as well as working with content and sales to help generate revenue-producing assets. In his new position, Mr. Miller will be expanding the product team including a new mobile team, oversee product development for Sinclair's national content brand product, and will help evaluate potential digital investments.

In making the announcement, Rob Weisbord commented, "I am pleased to announce the promotions of three outstanding employees that have dedicated countless hours and commitment in creating a multi-screen culture within Sinclair. Kevin has raised the bar for content creation, and has been instrumental in launching Sinclair's new proprietary content management system and new website template. Ryan, who has been the leader in the digital sales process, is at the forefront of the company's digital revenue growth. Ben has built, from the ground up, Sinclair's product development team which recently launched the company's proprietary modern day content management system."

Kevin Cotlove has served as Senior Director of Content and Publishing at Sinclair since March 2014, and prior to that, served as the Director of Digital Publishing at Sinclair. Since April 2013, he served as the General Manager of Fisher Interactive, Fisher Communications' digital division, which was acquired by Sinclair in August 2013. Prior to that, he held various other roles such as Director of Content, and Executive Producer with Fisher Interactive. Mr. Cotlove graduated from Washington and Lee University with a Bachelor's degree in Journalism.

Ryan Moore has served as Senior Director of Digital Sales at Sinclair since March 2014 and prior to that, served as the National Director of Digital Sales at Sinclair. Since February 2012, he served as the Director of Digital Sales for Fisher Interactive. Prior to that, he held various other roles such as New Business Sales and Marketing Manager for Belo Corporation. Mr. Moore graduated from Seattle University with a Bachelor's degree in Communications.

Ben Miller has served as Senior Director of Product Development at Sinclair since May 2014. Prior to that, he served as Senior Manager of Software Development for Amazon. From 2010 to 2013, he was the President and CEO of Firejack Technologies. Mr. Miller has also served as an Enterprise Architect for AOL's Advertising.com, Millennial Media, FINRA and Fidelity Investments and has over 20 years of experience designing, building and deploying large-scale digital products in every environment from start-ups to tech giants. Mr. Miller is a graduate of Harvard University with a Bachelor's degree in Computer Science. Mr. Miller also taught publishing and media studies at Harvard University for several years.

Sinclair is the largest and one of the most diversified television broadcasting companies in the country with 163 television stations it owns, operates, and/or provides services to in 79 markets broadcasting 379 channels and affiliations with all the major networks. Sinclair is the leading local news provider in the country, as well as a producer of sports content. Sinclair's broadcast content is delivered via multiple-platforms, including over-the-air, multi-channel video program distributors, and digital platforms. The Company regularly uses its website as a key source of Company information which can be accessed at www.sbsgi.net.

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