

SINCLAIR'S "FULL MEASURE WITH SHARYL ATTAKISSON"

DEFEATS THE CABLE COMPETITION IN FIRST OFFICIAL RATINGS

SINCE LAUNCH

RATINGS PEAKED SUNDAY (NOV 29) WITH 307,100 VIEWERS¹

BALTIMORE, MD (December 17, 2015) -- Sinclair Broadcast Group, Inc. (Nasdaq: [SBGI](#)) proudly reports stellar ratings for the early launch stages of its Sunday morning national news show, "Full Measure With Sharyl Attkisson." Ratings confirm the news series besting its cable rivals by an impressive margin. The critically acclaimed program is growing steadily and hit its highest numbers ever on November 29, 2015 with 307,100 household impressions. The announcement was made by Scott Livingston, Vice President of News for Sinclair's television group.

"Sinclair is very encouraged by the early ratings success of Full Measure," said Mr. Livingston. "These numbers have surpassed our expectations, and we have high hopes for this series as a staple in our news division for years to come. Kudos to Sharyl and Executive Producer, Batt Humphreys, and their top-notch production team."

Highlights:

¹ Ratings pulled from 27 Nielsen markets. Live + same day.

- For the period November 29, 2015 to December 6, 2015, "Full Measure" averaged 292,300 household impressions compared to Fox News (286,800), CNN (163,500) and MSNBC (70,200)
- The November 29 episode is the highest rated to date scoring 307,100 household impressions and a large increase over the October 4, 2016 premiere. Topics on November 29 included Obamacare and the 28 Pages of the 9-11 report withheld from the public.
- Top performing markets for Sinclair are: KSNV (NBC in Las Vegas, NV), WPEC (CBS in West Palm Beach, FL), WJAR (NBC in Providence, RI), WOAI (NBC in San Antonio, TX), WKRC (CBS in Cincinnati, OH), KUTV (CBS in Salt Lake City, UT) and KTUL (ABC in Tulsa, OK)

"FULL MEASURE with Sharyl Attkisson" airs Sunday mornings (check local listings). It is available worldwide at www.fullmeasure.news

Sinclair is the leading local news provider in the country, producing and providing news in 78 markets nationwide. Including pending transactions, Sinclair owns, operates, and/or provides services to 172 television stations in 81 markets broadcasting 422 channels and affiliations with all the major networks. 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.sbgi.net

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