

## News Release

Contact: Steve Marks, COO  
(813) 886-9882

Steve Pruett, COO  
(410) 568-1500

### **SINCLAIR NAMES GREG CONNER GENERAL MANAGER OF WACH-TV IN COLUMBIA, SC AND PROMOTES MATTHEW BOWMAN TO GENERAL MANAGER OF WXLV-TV AND WMYV-TV IN GREENSBORO-HIGH POINT-WINSTON SALEM, NC**

Greensboro, NC (January 25, 2016) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that effective February 1, 2016, Greg Conner has been named General Manager of WACH-TV (FOX) in Columbia, South Carolina and that Matthew Bowman has been promoted to General Manager of WXLV-TV (ABC) and WMYV-TV (MY) in the Greensboro-High Point-Winston Salem, North Carolina market. The announcement was made by Steve Marks and Steve Pruett, Co-Chief Operating Officers of Sinclair’s television group.

In making the announcement regarding Mr. Conner, Mr. Pruett said, “Greg has been with Sinclair for over 15 years in various positions and with a variety of network affiliates. We are excited to have someone with his experience and leadership skills moving to Columbia to oversee the growth of WACH.”

“In the almost 16 years I have been with Sinclair, I have enjoyed being part of a fast-paced and constantly evolving company,” commented Mr. Conner. “I will miss the team in Greensboro, but I am very excited to continue growing my career and taking on the new challenge of contributing to the continued success of a full news operation in Columbia.”

In making the announcement regarding Mr. Bowman, Mr. Marks said, “Matt has proven himself as a leader at WXLV and WMYV in his position as General Sales Manager. His sales and management experience, as well as knowledge of the market, will serve him and the community well as he begins his new role.”

“I look forward to continuing the momentum that we have created at these stations, as well as my long time career in this market,” commented Mr. Bowman. “Sinclair’s horizon is bright and the stations, our multiple channels and digital assets are well-positioned for our viewers and advertisers.”

Mr. Conner most recently served as the General Manager of WXLV (ABC) and WMYV (MY) in the Greensboro-High Point-Winston Salem, North Carolina market since 2014 and prior to that as the Director of Sales for KVCW (CW) and KVMY (MY) in Las Vegas, Nevada. From 2004 to 2011, he was the Local Sales Manager at Sinclair’s stations, WLOS (ABC) and WMYA (MY) in Asheville, North Carolina / Greenville, South Carolina. Prior to that he was an Account Executive for these stations. From 1995 to 2000, he held various positions at the Asheville Citizen-Times including Auto Sales Manager and Retail Sales Representative. Mr. Conner

graduated with a Bachelor of Science degree in Business Management and Flight Technology from Florida Institute of Technology.

Mr. Bowman most recently and since 2011 served as the General Sales Manager of WXLV (ABC) and WMYV (MY) in the Greensboro-High Point-Winston Salem, North Carolina market. From 2009 to 2011, he was the Director of Sales at WCYB (NBC) and WEMT (FOX) in the Tri-Cities, TN-VA market. Prior to that, he was the Local Sales Manager for WXII (NBC) in Greensboro-High Point-Winston Salem, NC and from 1999 to 2000 he was the Local Sales Manager for WCNC (NBC) in Charlotte, NC. From 1992 to 1999, he held various sales positions at other broadcast stations. Mr. Bowman graduated with a Bachelor of Arts degree in Journalism from the University of North Carolina at Chapel Hill.

Sinclair is the largest and one of the most diversified television broadcasting companies in the country. Including pending transactions, the Company owns, operates and/or provides services to 171 television stations in 81 markets, broadcasting 462 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.sbg.net](http://www.sbg.net).

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