

## News Release

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### **SINCLAIR NAMES TODD HARRISON TO GENERAL MANAGER IN TRAVERSE CITY, MICHIGAN**

Traverse City, MI (February 9, 2016) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Todd Harrison has been named General Manager of WPBN-TV (NBC) and WTOM-TV (NBC) in Traverse City, Michigan. Mr. Harrison will also oversee the sales and other non-programming related services of WGTU-TV (ABC) and WGTQ-TV (ABC) in the same market pursuant to joint sales and shared services agreements. The announcement was made by Steve Pruett, Co-Chief Operating Officer of Sinclair’s television group.

In making the announcement, Mr. Pruett said, “We are excited to welcome Todd to Traverse City and Sinclair. In Todd’s over 13 years of sales and management experience, he has been successful in achieving his sales objectives while implementing various additional sources of revenue including internet campaigns, online video, mobile, and social media solutions for clients and agencies.”

“I am thrilled to be joining the talented team of professionals in Traverse City,” commented Mr. Harrison. “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 Northern Lower and Eastern Upper Peninsulas of Michigan. We can achieve this by utilizing not only over-the-air television, but our vast array of digital and mobile capabilities.”

Mr. Harrison most recently served as Area Manager for Viamedia, Inc. since 2009, serving the Ft. Wayne, IN, Terre Haute, IN, Indianapolis, IN and La Crosse-Eau Claire, WI DMAs. From 2004 to 2009, he was a President’s Club winning Account Executive for Granite Broadcasting Corporation in Indiana’s NewsCenter. Prior to that, he was an Account Representative for Yellow Book, U.S.A and an Account Executive for Sprint Yellow Pages. Mr. Harrison graduated with a Bachelor of Science degree in Marketing from Indiana University.

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 467 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.sbgi.net](http://www.sbgi.net).

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