

News Release

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

SINCLAIR NAMES LARRY STRUMWASSER GENERAL MANAGER IN MILWAUKEE, WISCONSIN

Milwaukee, WI (August 1, 2016) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Larry Strumwasser has been named General Manager for WCGV-TV (MNT) and WVTV-TV (CW), along with the three sub channels, Comet, Grit TV and Get TV, in the Milwaukee, Wisconsin market. The announcement was made by Steve Marks, Co-Chief Operating Officer of Sinclair’s television group.

In making the announcement, Mr. Marks said, “Having spent over 25 years in sales, marketing and management positions within the media industry, Larry brings experience in a variety of revenue generating verticals including television, digital sales and cross platform sponsorships. We welcome Larry and his expertise to Milwaukee and believe he will provide leadership and prove to be an asset to the team at WCGV and WVTV.”

“This is an exciting opportunity to combine my diverse media sales background under a unified offering,” commented Mr. Strumwasser. “I am extremely excited to be leading these stations and continuing to grow our presence in the Milwaukee market.”

Mr. Strumwasser most recently worked as EVP Broadcast Sales and Business Development for WorldLink Ventures since 2013. Prior to that, he was the General Manager of Media Factor, a division of BizFi, a financial funding company that provided advertising budgets for small and mid-sized local businesses. From 2001 to 2009, Mr. Strumwasser was President of MMT Sales, a subsidiary of Cox Communications, and prior to that was MMT’s Vice President, Director of Sales for the Post-Newsweek station group from 2000 to 2001. Mr. Strumwasser held various other positions in his career including Vice President, General Sales Manager at TeleRep and General Manager of WPXN-TV (PAX TV) in New York City, New York. Mr. Strumwasser graduated with a Bachelor of Arts degree in Communications from State University at Buffalo.

Sinclair is one of the largest and most diversified television broadcasting companies in the country. Including pending transactions, the Company owns, operates and/or provides services to 173 television stations in 81 markets, broadcasting 484 channels and having affiliations with all the major networks. Sinclair is the leading local news provider in the country, as well as a producer of live sports content. Sinclair’s 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.

###