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BROADCAST GROUP

FOR IMMEDIATE RELEASE

SINCLAIR ACQUIRES TENNIS MEDIA COMPANY; ALIGNS TENNIS MAGAZINE, TENNIS.COM AND TENNIS CHANNEL ON UNIFIED PLATFORM

BALTIMORE, March 1, 2017 – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that it has acquired the assets of Tennis Media Company, the owner of *Tennis* magazine and *Tennis.com*, for \$8 million plus an additional \$6 million earn-out potential based on certain contingencies. The acquisition will create a unified media platform that combines *Tennis.com*, the most visited online tennis platform in the world, and *Tennis* magazine, the sport’s most circulated print publication, with Sinclair’s *Tennis Channel*, the 24-hour television and multimedia network dedicated to the sport. The transaction was funded with cash on hand.

“The acquisition of Tennis Media Company brings together tennis’ television, print and online platforms, with significant advantages in the tennis rights and stakeholder world,” said Chris Ripley, President and CEO, Sinclair. “We are committed to enhancing *Tennis Channel*’s role as the undisputed tennis-media hub, and this combination of the sport’s foremost outlets, along with the *Tennis Channel Plus* subscription service, will lead to efficiencies that maximize all four platforms.”

Widely considered the most valued online tennis domain, *Tennis.com* garners 25 million monthly page views and 2 million unique monthly visitors. The site also houses its *Baseline* daily newsletter. *Tennis Channel* is currently expanding its digital activity to complement on-air programming and become more integrated with websites of other Sinclair stations and properties throughout the country, and *Tennis.com* will play a major part in that integration process. Likewise, the network will pair *Tennis* magazine’s No. 1 circulation of 600,000 in its category (the magazine is a partner with the USTA, the sport’s governing body in the United States) with its own expanding subscriber base for the benefit of both assets. Since *Tennis Channel* was acquired by Sinclair in March 2016, it has jumped from 37 million viewing homes to close to 50 million, according to ComScore, and has deals in place to reach 60 million homes this year.

“Uniting *Tennis Channel* with *Tennis.com* and *Tennis* magazine lets us serve our combined audiences, the tennis community and fans of the sport in a way never seen before,” said Ken Solomon, President, Tennis Channel. “We’ve long been in the business of creating demand for and helping to grow the game of tennis across the country, and now our ability to translate content across these platforms and elevate awareness for the sport is unprecedented. Similarly,

advertisers have never had the one-stop-shopping opportunity to sponsor the top print, television and online tennis destinations in the same place, in one transaction.”

Tennis fans consistently represent an affluent demographic that is among the most highly coveted by advertisers. In the case of print, the median household income for *Tennis* magazine’s readership is just above \$150,000 per year while in television, during the just-completed Australian Open for example, *Tennis Channel* was No. 1 in concentration of viewers living in homes with \$100,000+ households incomes. These viewers represented 51 percent of the network’s audience, nearly doubling the national average among all ad-supported, English-language networks, according to Nielsen for January 2017.

“We have known Ken and his team for many years,” said Jeff Williams, Managing Partner, Tennis Media Company. “In becoming part of the *Tennis Channel* family, and combining the three greatest media brands in tennis – *Tennis Channel*, *Tennis* magazine and *Tennis.com* – we are creating the kind of integrated media and marketing powerhouse that will better support our advertising and commercial partners, expand and enrich content for our highly coveted tennis enthusiasts globally and, ultimately grow the sport of tennis.”

There are pre-existing synergies in the content of *Tennis* magazine and *Tennis Channel* as well. Several members of the television network’s on-air lineup are already instruction editors or contributing editors for the magazine, including Hall of Famer Tracy Austin, coach Paul Annacone and *Sports Illustrated*’s Jon Wertheim. Five of the *Tennis* magazine’s other editors routinely appear as *Tennis Channel* on-air guests or interview subjects throughout the year, during tournaments and in original series and documentaries. Tennis authority and International Tennis Hall of Fame historian Joel Drucker also has an ankle in each outlet, serving as a contributing editor for the magazine and historian and writer for the television network.

About Tennis Channel

Tennis Channel (www.tennischannel.com), which is owned by Sinclair Broadcast Group, is the only 24-hour, television-based multimedia destination dedicated to both the professional sport and tennis lifestyle. A hybrid of comprehensive sports, health, fitness, pop culture, entertainment, lifestyle and travel programming, the network is home to every aspect of the wide-ranging, worldwide tennis community. It also has the most concentrated single-sport coverage in television, with telecast rights at the US Open, Wimbledon, Roland Garros (French Open), Australian Open, ATP World Tour events, WTA competitions, Davis Cup, Fed Cup and Hopman Cup. Tennis Channel is carried by nine of the top 10 video providers.

About Sinclair Broadcast Group, Inc. (Nasdaq: SBGI)

Sinclair is one of the largest and most diversified television broadcasting companies in the country. The Company owns, operates and/or provides services to 173 television stations in 81 markets, broadcasting 505 channels and has 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 over 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.

Forward-Looking Statements

The matters discussed in this news release, particularly those in the section labeled “Outlook,” include forward-looking statements regarding, among other things, future operating results. When used in this news release, the words “outlook,” “intends to,” “believes,” “anticipates,” “expects,” “achieves,” “estimates,” and similar expressions are intended to identify forward-looking statements. Such statements are subject to a number of risks and uncertainties. Actual results in the future could differ materially and adversely from those described in the forward-looking statements as a result of various important factors, including, but not limited to, the impact of changes in national and regional economies, the volatility in the U.S. and global economies and financial credit markets which impact our ability to forecast, our ability to integrate acquired businesses and maximize operating synergies, our ability to obtain necessary governmental approvals for announced acquisitions, successful execution of outsourcing agreements, pricing and demand fluctuations in local and national advertising, volatility in programming costs, the market’s acceptance of new programming, our news share strategy, our local sales initiatives, the execution of retransmission consent agreements, our ability to identify and consummate investments in attractive non-television assets and to achieve anticipated returns on those investments once consummated, and any other risk factors set forth in the Company’s most recent reports on Form 10-Q, Form 10-K and Form 8-K, as filed with the Securities and Exchange Commission. There can be no assurances that the assumptions and other factors referred to in this release will occur. The Company undertakes no obligation to publicly release the result of any revisions to these forward-looking statements except as required by law.

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