

## News Release

### **SINCLAIR NAMES SCOTT EHRLICH VICE PRESIDENT OF EMERGING PLATFORM CONTENT**

Baltimore, MD (August 23, 2017) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Scott Ehrlich has joined Sinclair as Vice President of Emerging Platform Content. The announcement was made by Chris Ripley, President and Chief Executive Officer of Sinclair Broadcast Group.

In making the announcement, Mr. Ripley said, “Scott has a track record of successfully creating new ventures in television, technology and new media over three decades. His most recent venture, The QYOU, is Sinclair’s partner in the pioneering over-the-air TV network TBD, the millennial-focused emerging network that reflects our push to expand our business with new digital multicast networks that leverage our broadcast spectrum and household reach. At Sinclair, Scott will oversee our emerging networks strategy including content acquisition, developing new concepts, and interfacing with external parties, as well as sourcing content for nascent platforms, including OTT initiatives.”

“I couldn’t be more excited about joining the Sinclair team,” commented Mr. Ehrlich. “Throughout my career I’ve sought out unique situations at the intersection of technology and creativity. Between the emerging multicast networks, OTT services and the evolution of traditional broadcast television, Sinclair provides one of the most dynamic growth opportunities in the history of our industry. I look forward to doing my part to help the team connect people with great content everywhere.”

Mr. Ehrlich has spent three decades in the media business in roles spanning licensing, production, creative development, technology, network management and programming. He’s served as Executive Producer for award winning digital series including The Legion of Extraordinary Dancers (Paramount/Hulu) and Two Bellmen (Marriott Content Studio), as well as licensing content to and from digital and traditional platforms. Mr. Ehrlich has been retained as a strategic advisor to startups and established companies focused on digital video products, distribution and business models. Earlier in his career Mr. Ehrlich served in executive roles at NBC Cable (CNBC), News Corporation (News America Digital Publishing and Fox News Channel) and Real Networks (RealOne SuperPass). Mr. Ehrlich received his master’s degree from The Graduate School of Political Management and his undergraduate degree from Kenyon College.

#### **About Sinclair Broadcast Group, Inc.**

Sinclair is one of the largest and most diversified television broadcasting companies in the country. Pro forma for the Tribune acquisition (before any related divestitures) and all previously announced pending transactions, the Company will own, operate and/or provide services to 233 television stations in 108 markets. The Company has multiple emerging networks as well as stations affiliated with all the major networks. Sinclair is a leading local news provider in the

country and 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](http://www.sbgi.net).

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