

News Release

SINCLAIR NAMES ROB WEISBORD CHIEF REVENUE OFFICER

Baltimore, MD (December 5, 2017) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI), one of the leading broadcasters in the country, announced that Rob Weisbord has been named Chief Revenue Officer effective January 1, 2018. The announcement was made by Chris Ripley, President and Chief Executive Officer.

Mr. Ripley commented, “This is a new role for our Company; a reflection of the increased diversification of our business and new revenue streams we are creating. Rob has consistently demonstrated his ability to see shifts in the marketplace and position us in advance of those changes, especially as we become multi-platformed and offer integrated sales packages. Among his many accomplishments, he started our industry-leading digital business, oversaw the implementation and build-out of our content and video management systems, and established our digital agency. More recently, he has overseen several of our west coast markets where he immediately increased the stations’ market share. In his new role, Rob will be heavily involved in addressable selling, expanding our network sales group and managing our various sales forces, among other items. We are thrilled to promote Rob into this position.”

Mr. Weisbord will report into the Chief Executive Officer and will be responsible for developing, executing and leading sales and revenue growth strategies and initiatives for Broadcasting, Digital, Advanced Revenue and all Networks sales, where he will develop and implement strategic sales plans to achieve corporate revenue goals. Mr. Weisbord will continue to have oversight for Sinclair’s Digital Group. In addition, all sales organizations throughout the Company will have a dual reporting relationship to Mr. Weisbord.

“I am honored for this opportunity and to lead such a talented sales organization into the future,” commented Mr. Weisbord. “These are exciting times for broadcast television with the convergence of digital and linear platforms, the anticipated launch of ATSC 3.0’s Next Gen platform, and our ability to compete in the network sales marketplace. I am excited to take on the goal of integrating and enhancing all our sales channels.”

Mr. Weisbord has served as SVP, Chief Operating Officer of Sinclair Digital Group since June 2017 and as Chief Operating Officer of Sinclair Digital Group since January 2014. As COO, Mr. Weisbord was responsible for all web/mobile app/social media creation, interaction of the unit with news and television station platforms, revenue generation, and exploring strategic partnerships and potential related acquisitions, as well as oversight for Compulse, Sinclair’s digital agency. He served as Vice President / New Media from June 2010 to January 2014. From 2008 to June 2010, he served as Director of Digital Interactive Marketing for Sinclair. From 1997, he served in various management positions for the Company including Regional Group Manager, General Manager for the Company’s Las Vegas duopoly of KVMY-TV and KVCW-TV, and Director of Sales. Prior to that and from 1993, he was National Sales Manager for WTVT-TV in Tampa, Florida. Mr. Weisbord began his broadcasting career in the radio industry with Family Group Broadcasting in 1985. Mr. Weisbord holds a Bachelor of Science degree in Business Management and a Masters in Business Administration from the University of Tampa. Mr. Weisbord is currently on the board of ZypMedia and AlertID.

About Sinclair:

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), 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.sbg.net.

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