

For Immediate Release

**NIELSEN AND SINCLAIR BROADCAST GROUP ANNOUNCE MULTI-YEAR AGREEMENT
RENEWAL FOR LOCAL AND NATIONAL MEASUREMENT**

*Agreement Provides Nielsen Audience Measurement Across
Sinclair Local Broadcast and National 'Unwired' Networks*

NEW YORK, NY, February 1, 2018—Nielsen (NYSE: NLSN) and Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) (“Sinclair”), announced a multi-year renewal agreement for Nielsen TV ratings. The agreement includes a range of services across Sinclair's local stations, digital broadcast networks and national unwired network.

“Sinclair’s content plays a critical role for the communities in which it serves,” said Megan Clarken, President of Nielsen, Watch. “We’re delighted to continue our relationship with Sinclair and to support the countless growth opportunities involved in the deployment of ATSC 3.0.”

“We’re pleased to have reached a mutually beneficial agreement with Nielsen,” said Steve Marks, Executive Vice President & COO of Sinclair. “We are happy to continue our long-standing relationship, and look forward to Nielsen’s investments in Local broadcasting, as well as its future support of ATSC 3.0.”

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what’s happening now, what’s happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world’s population. For more information, visit www.nielsen.com.

ABOUT SINCLAIR BROADCAST GROUP

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.sbgi.net.

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