

News Release

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SINCLAIR ANNOUNCES VP OF SALES OPERATIONS

BALTIMORE (February 20, 2018) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) (“Sinclair”) announced that Dave Schwartz has assumed the newly created role of Vice President of Sales Operations reporting to Rob Weisbord, Chief Revenue Officer.

As Vice President of Sales Operations, Mr. Schwartz will be responsible for oversight of new business revenue, lead generation, direct response/longform sales, customer analytics, and sales channel management.

In making the announcement, Mr. Weisbord said, “Dave has considerable broadcast and sales experience that will help us immensely as we expand our sales channels beyond the local marketplace. Dave will also play a key role in helping the stations use our customer relationship management software and analytic tools to generate leads, develop new business and maximize revenue.”

“I am excited to take on this new position, especially as our industry evolves into a multi-platform content and solutions business,” commented Mr. Schwartz. “We have tremendous opportunities ahead of us with new technologies and multiple sales channels. I am honored to be part of such a forward-thinking and talented company.”

Mr. Schwartz most recently served as Vice President of Sales and Group Manager. Between 2007 and 2010, he served as Director of Sales for Sinclair. Prior to that and from 2004, he was General Manager of Sinclair’s WSMH-TV in Flint, Michigan. From 2002 to 2004, Mr. Schwartz was Vice President and Director of Sales for Transit Television Network. From 1996 to 2001, he served as Vice President and Director of Sales for WRBW-TV in Orlando, Florida. Prior to that, Mr. Schwartz held various positions at the National Rep firms, Seltel and Petry, including 10 years as Senior Vice President/Director of Sales for Seltel.

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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