



SINCLAIR BROADCAST GROUP INTRODUCES A NEW MAKEOVER SERIES FEATURING TORI SPELLING

**“THE LOOK: ALL STARS” Airls June 24 on CW and MyNetwork TV
Competition Format Delivers Excitement And On-Trend Beauty And Fashion Tips**

June 22, 2018, Baltimore – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) in collaboration with Dreamventure Productions is pleased to announce the debut of a new one-hour reality makeover series, THE LOOK: ALL STARS - premiering June 24th and airing Sundays on CW and MyNetwork TV stations nationwide. The series spotlights makeover transformations carried out by professional experts working as part of two teams. Each episode will feature new themed, timed challenges and talent to provide viewers at home with endless on-trend beauty and fashion tips to take their own personal style to the next level. Recognized from numerous guest roles on many TV shows, Tori Spelling will be offering insights from her own experiences being in the spotlight for decades. The actress, known for her extensive TV work, will be a regular host of the show alongside style guru Kim Vo.

With a lighthearted approach this is the show where ‘makeover dreams come true’ according to Tori Spelling. “I love being a part of The Look! I’ve always loved fashion and beauty and now I get to be a part of a show that combines both. Hair, makeup, and wardrobe are so key to a woman’s complete look. The head to toe finished look. I love witnessing the amazing transformations.”

Highlighting the newest and best in product and talent, the show features “The Social Corner” segment hosted by pop music influencer Manika, who alongside other top online beauty influencers gives the 411 on techniques and transformations they see before their eyes. In addition, followers on social media can learn about beauty and fashion hacks as well as tried and tested beauty products used on the set as part of the transformations.

“There’s never been a show before that combines television content with Augmented Reality [AR] in real time so the audience at home can try on simultaneously the looks created through the app Perfect365. We’re excited to bring to our viewers high quality engaging infotainment content while providing access to know-how from top experts who work with clients every day solving real life style problems,” says Arthur Hasson, COO Sinclair Programming.

Beauty legends, fashion icons, recognizable names from entertainment, and top social media influencers are featured on the show as judges and special guests. One team per episode wins the grand prize that includes a VIP vacation package from Westgate Resorts. Viewers also have the chance to win prizes - beauty and styling products featured on the show will be given out to social media followers of THE LOOK: ALL STARS (#thelookallstars).

ABOUT THE SERIES:

THE LOOK: ALL STARS is a one-hour reality TV competition series, airing Sundays from June 24th, syndicated nationally across CW and MyTV Network stations. The show is focused on head to toe makeovers performed by respected established hair, makeup and fashion stylists who compete and deliver two makeovers per episode. For continuous updates on the show, participants, products used and behind the scenes follow @thelookallstars, #thelookallstars. thelookallstars.com

Sinclair Broadcast Group, Inc. (SBGI)

Sinclair is one of the largest and most diversified television broadcasting companies in the country. Pro forma for the Tribune acquisition and related station divestitures, the Company will own, operate and/or provide services to 215 television stations in 102 markets. Sinclair is a leading local news provider in the country and operates the greatest number of award-winning news rooms in the industry and is dedicated to impactful journalism with a local focus. The Company has multiple national networks, live local sports production, as well as stations affiliated with all the major networks. 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 <http://www.sbgi.net/>.

Dreamventure Productions is the producer of THE LOOK: ALL STARS. DVP seeks to create content that helps align entertainment, education and positivity to engage viewers across all mediums.