

News Release

SINCLAIR NAMES JEFF CARROLL VICE PRESIDENT OF MARKETING

Baltimore, MD (September 17, 2018) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) is pleased to announce that Jeff Carroll has been named the company’s Vice President of Marketing. Effective September 17th, 2018, Mr. Carroll will report to Chief Revenue Officer Rob Weisbord and will be working to advance audience engagement, increase revenue and further develop Sinclair’s forward-looking marketing objectives.

Mr. Carroll most recently served as the Vice President of Integrated Marketing at NBCUniversal overseeing entities such as sports and late-night news. Serving as a liaison to senior leadership for cross portfolio vetting and internal ad buys, he was responsible for the development of marketable portfolio opportunities across all platforms and partnerships.

In announcing Mr. Carroll’s appointment, Mr. Weisbord touted his years of experience across digital, over the air and cable industries.

“Jeff brings an award-winning background and unique insight into the challenges facing broadcasters today,” Mr. Weisbord commented. “Through his leadership at organizations such as NBCUniversal, Viacom and Omnicom Media Group, Jeff has demonstrated an ability to supervise in-house marketing efforts, strategically manage development strategies and ensure the success of forward-thinking company initiatives.”

“We are enthusiastic to see how Jeff’s expertise will further Sinclair’s objectives and fortify our standing as an industry leader,” Mr. Weisbord said.

“I am excited to become a part of Sinclair and work with best-in-class leaders to shape the future of media and entertainment across Sinclair’s expansive portfolio of assets,” Mr. Carroll remarked. “As audience behavior changes, it is vital as a company to embrace change and evolve so that we can reach our consumers in the ways and platforms they prefer.”

About Sinclair Broadcast Group, Inc.

Sinclair is one of the largest and most diversified television broadcasting companies in the country. The Company owns, operates and/or provides services to 191 television stations in 89 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 www.sbgi.net.

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