

## **News Release**

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### **SINCLAIR NAMES PETE MONFRE GENERAL MANAGER IN MILWAUKEE, WISCONSIN**

Milwaukee, WI (October 15<sup>th</sup>, 2018) - Sinclair Broadcast Group, Inc. (Nasdaq: SBGI), (“the Company,” “Sinclair”) is pleased to announce that Pete Monfre has been named General Manager of WVTV (CW18 and My24) in Milwaukee, WI. Mr. Monfre most recently served as the Executive Vice President of Lammi Sports Management. Prior to his time at Lammi Sports Management, he was the Vice President of Sales at Clear Channel Outdoor for two years and also spent 24 years at WISN-TV (ABC) where he rose to Vice President of Sales.

"I'm very honored and excited to be joining the team at CW18 and My24. I am coming full circle as I started my career with local television organizations here in Milwaukee," Mr. Monfre commented. Having been here my entire career I look forward to leading these stations to new heights."

Mr. Monfre holds a Bachelors Degree from Carroll College and an Associate Degree from Concordia College. He has been an active leader in professional and community-oriented activities throughout his career, having previously served in roles such as Chairman of the ABC Sales Advisory and member of the Southwest YMCA Board of Directors.

Making the announcement, EVP and Chief Operating Officer Steve Marks lauded Mr. Monfre’s extensive experience and connection to the Milwaukee community. “We’re thrilled to be welcoming Pete to the Sinclair family and look forward to what he will bring to CW18 and My24,” Mr. Marks said. “Pete’s impressive background in business and demonstrated commitment to the Milwaukee region make us confident that he will bring excellent leadership to the CW and My24 operations and in turn, their viewers.”

#### **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](http://www.sbgi.net).

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