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SINCLAIR BROADCAST GROUP PARTNERS WITH RENOWNED POLLSTER AND ANALYST SCOTT RASMUSSEN

*In Partnership With Sinclair, Scott Rasmussen Will Produce Weekly Polls
And Stories On National Trending Topics*

Baltimore, Maryland – November 19, 2018 – Sinclair Broadcast Group, Inc. (NASDAQ: SBGI) today announced its partnership with Scott Rasmussen, publisher of leading pollster and analyst site ScottRasmussen.com. Sinclair and Rasmussen kicked off their partnership on November 6 for the 2018 Midterm Elections, when Rasmussen joined the broadcaster to help provide unmatched election night coverage to viewers across the country.

“The Sinclair family is thrilled to launch this partnership with Scott Rasmussen, as he will undoubtedly be an important addition to the team, providing valuable analytical information to our viewers,” said Scott Livingston, Sinclair’s Senior Vice President for News. “We believe that impactful, fair journalism is crucial, and our top priority is always to report on hard-hitting stories that explore the ‘how’ and ‘why’ and we are confident that Scott will help propel this mission.”

Moving forward, Rasmussen’s work will, in part, complement Sinclair’s existing efforts to elevate the issues impacting the communities it serves. Launched in October, “The Pulse of America” gives viewers a soap box to share their thoughts on issues in the news cycle. These segments are being filmed in bars, diners, and other popular gathering spots across the country to talk about local issues that viewers care about. The partnership with Rasmussen will tie-in a national poll question designed to get to the heart of what matters to viewers, and place trending national topics in the context of the markets we serve.

“This is an exciting opportunity to share ScottRasmussen.com polling data in a context that brings the numbers alive,” explained Scott Rasmussen. “It’s refreshing to discuss the issues from the perspective of everyday Americans rather than the obsessions of official Washington.”

Scott will also share a “Number of the Day,” powered by Ballotpedia, in every morning newscast across Sinclair channels. The daily statistics will delve into thought-provoking and newsworthy topics within the realm of culture, politics, and technology.

This partnership comes on the heels of Sinclair’s incredible coverage of the midterm elections. Throughout 2018, Sinclair made an effort to deliver additional context on key issues and candidates to reinforce its promise to provide a deep, nuanced understanding into national and local elections. In total, Sinclair produced and/or aired 93 debates. This included races for the United States Senate and House of Representatives, Gubernatorial, and Attorneys General, as well as local elections for Mayor, County Executive and City Council.

These debates allowed Sinclair to bring the candidates and public together in one forum to discuss critical issues, many on the local level which were overlooked by major news outlets, giving viewers the opportunity to participate in the discussion via social media.

For more information, visit <http://sbgi.net/>.

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

About ScottRasmussen.com

The mission of ScottRasmussen.com is to enhance the public dialogue through data-driven analysis that explores the underlying currents of public opinion. Our data analysis is based upon great respect for the common-sense wisdom of the American people. By focusing on underlying attitudes and respecting the opinions of the general public, we find that there is far more common ground in American society than in American politics. For more information, visit <https://scottrasmussen.com/>.

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