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## **SINCLAIR BROADCAST GROUP ANNOUNCES MANAGEMENT TEAM AT NEW STREAMING SERVICE STIRR**

*Free OTT streaming service will offer live and on-demand content spanning entertainment, sports, and news*

**Baltimore, Maryland – December 5, 2018** – Sinclair Broadcast Group, Inc. (NASDAQ: SBGI) announced today the addition of three key members to STIRR’s management team, including Adam Ware as General Manager, Stacie Anthony as Editor in Chief and Ben Lister as Director of Content Acquisitions and Business Development. Based in Santa Monica, California, Ware, Anthony, Lister and their respective teams are finalizing plans for the new OTT streaming service to launch in early 2019.

“We are confident that under the leadership of Adam, Stacie and Ben, we will be able to propel STIRR forward and solidify it as an industry-leading streaming service upon launch,” said Christopher Ripley, Sinclair’s President and CEO. “The broadcast industry is rapidly changing, and with their collective expertise, we will be able to stay at the forefront of the latest technologies and services.”

Ware, who will serve as STIRR’s General Manager, brings 30 years of experience in launching and building new media businesses. Ware’s career has included leadership roles at Paramount Television, Interactive Corp and FOX Broadcasting Company. Currently, Ware also serves as head of Digital Media and Business Development for Tennis Channel, where he launched Tennis Channel Plus, making it the first television network in the US to offer a direct-to-consumer OTT service.

“In joining the STIRR team, Stacie, Ben, and I have a remarkable opportunity to launch and build a truly unique industry-leading OTT service by leveraging the vast local and national programming, marketing, sales and technical resources of Sinclair Broadcast Group,” said Ware.

Serving as STIRR’s Editor in Chief, Anthony will be responsible for developing and executing STIRR’s editorial, programming and content strategy. Prior to joining STIRR, Anthony worked as the Executive Editor at Comcast for Watchable, a streaming video network. At Comcast, Anthony worked closely with the Xfinity Video Entertainment Services group to grow their digital offering and linear strategy. Prior to Comcast, Anthony served as Senior Editor for Whalerock Industries’ premier celebrity online news destination, Wonderwall.

With more than 20 years of experience in the evolution and development of digital media businesses, Lister will lead STIRR’s Business Development and Content Acquisitions, while also working to acquire content across various broadcast networks within Sinclair’s portfolio. Previously, Lister worked with digital video start-ups for more than a decade, holding leadership roles at companies including Brave Bison (formerly Rightster), Base79, and HAAWK, where he collaborated with top video platforms including YouTube and Facebook.

### **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)

### **About STIRR**

STIRR is a new national OTT streaming service set to launch in early 2019. Featuring a curated mix of local and national content, the service will be offered as a free, ad supported App and website.

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