

## **SINCLAIR BROADCAST GROUP NAMES DARRELL DAVIS VICE PRESIDENT OF ENTERPRISE BUSINESS TRANSFORMATION**

**Baltimore, Maryland – October 6, 2020** – Sinclair Broadcast Group (NASDAQ: SBGI) (“Sinclair”) today announced that Darrell Davis has been named Vice President of Enterprise Business Transformation. In this newly created role, Davis will lead the company's business transformation program across all business functions, leveraging leading business and technology practices to deliver more effective and efficient ways of working and driving ongoing scale and growth. He will help transition the company to a data-driven enterprise, with an eye towards improving profitability, by optimizing end-to-end value-chain processes for operational efficiencies, effectiveness, agility, quality and service, and deploying machine learning and artificial intelligence, enabling the business to cultivate new insights and market expansion. He will report into Brian Bark, SVP Chief Information Officer of Sinclair.

“I am excited to join and partner with Sinclair’s business leaders to drive greater financial and operational performance,” Mr. Davis said. “We’ll accomplish this through improvements to current-state business operations and longer-term redesign of how business value is delivered.”

Mr. Davis comes with more than 35 years of experience working in positions focused on process improvement and management. Prior to Sinclair, he spent nine years working as Vice President and Chief Process Improvement Officer of Enterprise Process Management at Xcelerate Solutions.

In making the announcement, Mr. Bark said, “Darrell is a seasoned industry leader with an extensive background in improving processes surrounding company profitability and growth opportunities. We are thrilled to bring him on as an addition to our team.”

Mr. Davis has directed over 170 Enterprise and Lean Six Sigma projects, yielding over \$300M in savings and cost avoidance. He also held senior management and VP roles with IBM, Empire Today, LLC, and RR Donnelly, primarily focused on consulting, process management, and high-level IT support services. Mr. Davis holds Bachelor of Science and Master of Science degrees in Industrial Engineering & Operations Research from Virginia Tech. He is a certified Lean Six Sigma Master Black Belt and Agile Coach.

### **About Sinclair Broadcast Group, Inc.**

Sinclair is a diversified media company and leading provider of local sports and news. The Company owns and/or operates 23 regional sports network brands; owns, operates and/or provides services to 190 television stations in 88 markets; is a leading local news provider in the country; owns multiple national networks; and has TV stations affiliated with all the major broadcast 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.sbg.net](http://www.sbg.net).

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