

SINCLAIR ANNOUNCES MULTI-YEAR RENEWAL OF DIGITAL RIGHTS AGREEMENT WITH THE NHL

Deal includes direct-to-consumer and outer market distribution rights, as well as incremental rights for content use

BALTIMORE, December 2, 2021 – Sinclair Broadcast Group (NASDAQ: SBGI) (“Sinclair”) announced today that its wholly-owned subsidiary, Diamond Sports Group, (“DSG”) has entered into a multi-year renewal of its digital and outer market distribution rights agreement with the National Hockey League (NHL). Under the agreement, DSG’s Bally Sports Regional Networks are permitted to offer streaming content, including live games, on an authenticated and direct-to-consumer (DTC) basis, to the local territories of 12 NHL teams. The agreement was expanded to allow post-game highlights on Sinclair’s digital news platforms, alternative feeds, and use of the NHL’s proprietary Puck and Player Tracking data in the broadcasts of the games.

“We are incredibly proud to continue to partner with the NHL, with which we have had a long and successful relationship, to bring the fast pace and excitement of hockey to local fans across the country,” said Chris Ripley, Sinclair Broadcast Group’s President and Chief Executive Officer. “Our announcement today signifies the importance that both parties place on the ability for sports viewers to consume content whenever and however they choose. The advent of a DTC model will further enhance flexibility for viewers, as well as offer them a highly-personalized and engaging experience, with functionality and interactivity well beyond what is offered today.”

Teams included in the agreement are the Anaheim Ducks, Arizona Coyotes, Carolina Hurricanes, Columbus Blue Jackets, Dallas Stars, Detroit Red Wings, Florida Panthers, Los Angeles Kings, Minnesota Wild, Nashville Predators, St. Louis Blues, and Tampa Bay Lightning.

About Sinclair Broadcast Group, Inc.

Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) is a diversified media company and a leading provider of local sports and news. The Company owns and/or operates 21 regional sports network brands; owns, operates and/or provides services to 185 television stations in 86 markets; owns multiple national networks including Tennis Channel and Stadium; 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 and streaming platforms NewsOn and STIRR. The Company regularly uses its website as a key source of Company information which can be accessed at www.sbgnet.com.

About Diamond Sports Group

Diamond Sports Group LLC, a subsidiary of Sinclair Broadcast Group, Inc., owns the Bally Sports Regional Sports Networks (RSNs), the nation’s leading provider of local sports. Its 19 owned-and-operated RSNs include Bally Sports Arizona, Bally Sports Detroit, Bally Sports Florida, Bally Sports Great Lakes, Bally Sports Indiana, Bally Sports Kansas City, Bally Sports Midwest, Bally Sports New Orleans, Bally Sports North, Bally Sports Ohio, Bally Sports Oklahoma, Bally Sports San Diego, Bally Sports SoCal, Bally Sports South, Bally Sports Southeast, Bally Sports Southwest, Bally Sports Sun, Bally Sports West and Bally Sports Wisconsin. The Bally Sports RSNs serve as the TV home to more than half of all MLB, NHL and NBA teams based in the United States and produce over 4,500 live local professional telecasts each year in addition to a wide variety of locally produced sports events and programs. Diamond Sports Group also has a joint venture in Marquee, the home of the Chicago Cubs, and a minority interest in the YES Network, the local destination for the New York Yankees and Brooklyn Nets.

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