

News Release

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SINCLAIR NAMES MICHAEL PUMO GENERAL MANAGER OF WPEC-TV IN WEST PALM BEACH/FT. PIERCE, FLORIDA

West Palm, FL (January 9, 2012) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Michael Pumo has been named General Manager of WPEC-TV (CBS 12) in the West Palm Beach/Ft. Pierce, Florida market. Mr. Pumo will be responsible for oversight of the station, which is programmed by Sinclair under a time brokerage agreement. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair’s television group.

In making the announcement, Mr. Marks said, “Mike is a broadcast veteran with major network affiliation experience. He already has familiarity with WPEC, having served as Vice President of broadcast sales at Freedom Communications. Likewise, Mike previously worked for Sinclair, managing our Milwaukee properties. His knowledge with both companies should not only provide for a smooth transition, but coupled with his broadcast experience, makes him a perfect choice to manage this outstanding property.”

“I am thrilled to return to South Florida and WPEC where I was headquartered,” commented Mr. Pumo. “WPEC has much to offer, and I look forward to re-introducing the station to the community and our viewers. I also look forward to creating a partnership with the team at Sinclair’s CW affiliate, WTVX, in West Palm Beach.”

Mr. Pumo served as Vice President of Broadcast Sales for Freedom Communications, which currently owns WPEC. WPEC, as well as the remainder of Freedom’s TV stations, are in the process of being acquired by Sinclair. Prior to that and from 2006, Mr. Pumo was President and General Manager for WFLA (NBC) in Tampa, FL. From 2002, he served as VP and General Manager of WBTW (CBS) in Myrtle Beach, SC. Mr. Pumo was VP and General Manager of KAMR (ABC) and KAMC (CBS) in Lubbock, TX from 1999-2002, and from 1998, was General Manager of Sinclair’s WCGV (MYTV) and WTVV (CW) in Milwaukee, WI. Prior to that, Mr. Pumo served in various sales roles, including General Sales Manager, Local Sales Manager, Account Executive, and was a TV news Sports Anchor. Mr. Pumo has a Bachelor of Arts degree in Speech-Communication from Eastern Illinois University.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, owns and operates, programs or provides sales services to 73 television stations in 46 markets. Sinclair’s television group is affiliated with all major networks and reaches approximately 26% of all U.S. television households. For more information, please visit Sinclair’s website at www.sbgi.net.

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