News Release

Contact: Steve Marks, COO
           (813) 886-9882

SINCLAIR NAMES JOHN HAYES GENERAL MANAGER OF WXLV-TV AND WMYV-TV IN GREENSBORO/WINSTON-SALEM/HIGH POINT, NC

Baltimore (April 25, 2011) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that John Hayes has been named General Manager of WXLV-TV (ABC 45) and WMYV (MY 48) in the Greensboro/Winston-Salem/High Point, North Carolina market. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair's television group.

In making the announcement, Mr. Marks said, "John has a history of bringing creative marketing strategies to the stations he has managed. As a result, he has been very successful in growing market share. We believe John's approach will enhance WXLV's and WMYV's market presence and the value they bring to the community."

"My family and I are looking forward to becoming a part of the Piedmont Triad community and working with the staff of ABC 45 and MY 48," commented Mr. Hayes. "I believe there is a great opportunity to demonstrate to our viewers and local businesses the stations' relevance, especially with the addition of local news on ABC 45 this coming January."

Mr. Hayes most recently and from 2001 served as VP/General Manager of WTNZ (FOX) in Knoxville, TN, and prior to that was the General Sales Manager. From 1996 to 1999, Mr. Hayes was the General Sales Manager for KLBK (CBS) in Lubbock, TX. From 1990, he served in various sales management and account executive roles at WSPA (CBS) in Spartanburg, SC. Mr. Hayes holds a Bachelor of Science degree in Business Administration/Marketing from San Diego State University.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, owns and operates, programs or provides sales services to 58 television stations in 35 markets. Sinclair's television group is affiliated with all major networks and reaches approximately 22% of all U.S. television households. For more information, please visit Sinclair's website at www.sbgi.net.

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