

News Release

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SINCLAIR NAMES TERRY COLE GENERAL MANAGER OF WEAR-TV AND WFGX-TV IN PENSACOLA, FL/MOBILE,AL

BALTIMORE (April 30, 2009) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Mr. Terry Cole has been named General Manager for WEAR-TV (ABC 3) and WFGX-TV (MNT 35) in Pensacola, Florida/Mobile, Alabama. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair’s television group.

In making the announcement, Mr. Marks said, “We are pleased that Terry has accepted the opportunity to move from the 77th largest market where he was the General Manager of our CBS station in Portland, Maine, to the 60th market where he will oversee our ABC/MYTV duopoly. We have a long tradition in Pensacola of providing great news coverage. With Terry’s extensive news background, we believe he will enhance WEAR-TV as one of the top-ranked newscasts for the Pensacola/Mobile market.”

“My family and I are very excited about this opportunity,” commented Terry Cole. “WEAR-TV is an important source of news for Pensacola, and I look forward to working with the staff to build upon that position. The Pensacola/Mobile area, with its pristine beaches and panoramic Gulf views, is beautiful and we look forward to enjoying their southern heritage. We are equally excited to be relocating during the 450th anniversary of Pensacola’s founding and being able to celebrate and more fully appreciate its long and rich history.”

From 2006 to the present, Mr. Cole served as Sinclair’s General Manager of WGME-TV (CBS 13) in Portland, Maine. Prior to that and from 2001, he was the News Director for Sinclair’s owned and operated stations, WCHS-TV and WVAH-TV in Charleston/Huntington, West Virginia. From 1999 to 2001, Mr. Cole was Director of Sales and Marketing for K.B. & Associates and from 1998, he served as Vice President and General Manager of KPVI-TV in Wyoming. From 1993 to 1998, he served as Director of News and Operations, and then as Vice President and General Manager for WOWK-TV in West Virginia. Prior to that, Mr. Cole held various other positions in television broadcasting including that of News Director, Assistant News Director, and Bureau Manager. Mr. Cole holds a degree in Business Administration from Northern State College and graduated from the University of Michigan Executive Program.

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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