

News Release

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

SINCLAIR NAMES LISA BARHORST GENERAL MANAGER IN DAYTON

Dayton, OH (August 14, 2012) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Lisa Barhorst has been named General Manager for WKEF-TV (ABC 22) in Dayton, Ohio. Ms. Barhorst will also be responsible for oversight of WRGT-TV (FOX 45), which is programmed by Sinclair under a time brokerage agreement since 1998. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair’s television group.

In making the announcement, Mr. Marks said, “As we prepare to move this Fall into our new state-of-the-art studios on Corporate Place, having Lisa lead our Dayton duopoly, with her vision, community involvement and strong history of success in the Dayton market, creates the perfect opportunity to grow our stations with Dayton’s audience. Our investment, along with Lisa’s leadership, will provide for a stronger, more competitive news and a higher level of customer service.”

“I am very excited to return to WKEF-TV, WRGT-TV and Sinclair,” commented MS. Barhorst. “These are successful television stations with a growing news operation and an accomplished team that is committed to the viewers and advertisers of the Miami Valley.”

Ms. Barhorst most recently and from 2005 served as Vice President and General Manager of WDTN-TV, WBDT-TV and RMM Digital Marketing Solutions in Dayton, Ohio. From 1999, she was General Sales Manager and National Sales Manager at WWHO in Columbus. Prior to that, Ms. Barhorst served as National Sales Manager and Account Executive at WKEF and WRGT, stations owned and operated by Sinclair. Over the course of her career, she has held various positions in sales management roles. In addition, Ms. Barhorst recently served two 2-year terms on the NBC Affiliate Association Board of Directors where she served as Secretary of the Board on the Executive Committee. She also serves on the Ohio Association of Broadcasters Board of Directors representing the Dayton area. Locally, she is an Executive Committee Board Director for the Dayton Area Chamber of Commerce. Ms. Barhorst received a Bachelors Degree in Mass Communications/Broadcast Journalism from the Miami University.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, owns and operates, programs or provides sales services to 74 television stations in 45 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.sbgnet.net.

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