

## News Release

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### **SINCLAIR NAMES ARTHUR HASSON GENERAL MANAGER IN HARRISBURG**

Harrisburg, PA (December 20, 2012) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Arthur Hasson has been named General Manager for WHP-TV (CBS 21) in the Harrisburg/Lancaster/Lebanon/York, PA market. Mr. Hasson will also be responsible for oversight of WLYH-TV (CW 15), which is programmed by Sinclair under a time brokerage. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair’s television group.

In making the announcement, Mr. Marks said, “Arthur’s background in television distribution, as well as his experience in integrating social media, offers Sinclair a unique opportunity to utilize his talents both on a local and company-wide level. We look forward to incorporating Arthur’s creative spirit in the stations’ consumer and viewer outreach.”

“I am thrilled for this opportunity to lead WHP and WLYH under the ownership and oversight of Sinclair, an innovative and forward thinking broadcaster,” commented Mr. Hasson. “I believe the support and resources Sinclair brings will provide for an improved viewer experience, a stronger news presence, and enhanced access for our advertisers to reach our audience.”

Mr. Hasson most recently and from 2006 served as Principal/President of MultiPlatform Distribution Company, a producer and distributor of television programming. From 2009 to 2011, he was Co-Creator and Executive Producer of ‘Crowd Sourced Hero’ and ‘Subway® High School Heroes,’ social entertainment programs and competitions. Prior to that, Mr. Hasson was Chief Operating Officer and Co-Founder of ClubCreate Inc., a music creation software and services company. From 1990 through 2005, he served in various roles at NBC Universal Television Distribution, including EVP - Cable, Canada and Ancillary Sales; EVP – Sales and New Business; and various sales management roles. Mr. Hasson received a Bachelor of Arts degree in Experimental Psychology and a Film/Video Production minor from Binghamton University.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, owns and operates, programs or provides sales services to 84 television stations in 47 markets. Sinclair’s television group is affiliated with all major networks and reaches approximately 27% of all U.S. television households. For more information, please visit Sinclair’s website at [www.sbgi.net](http://www.sbgi.net).

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