

Sinclair Names Rob Weisbord General Manager of KVWB in Las Vegas

LAS VEGAS, Aug. 9 /PRNewswire/ -- Rob Weisbord was named General Manager of KVWB-TV in Las Vegas, it was announced by Michael Granados, Regional Director of Sinclair Broadcast Group, Inc. (Nasdaq: SBGI). Weisbord will also be responsible for oversight of KFBT-TV33, which is programmed by Sinclair Broadcast Group under a time brokerage agreement.

"Over the past two years Rob has built a successful sales management team and has led the stations' revitalized sales effort. While working closely with Rob during the past two years, it was apparent he would be an ideal candidate to serve as a General Manager within Sinclair. His experience and relationships in Las Vegas have and will continue to assist in the on-going growth and development of the stations," Granados commented.

Sinclair Television division CEO Barry Drake is also pleased with the appointment. "This promotion from within re-affirms Sinclair's commitment to reward those people who have achieved results and displayed loyalty with additional opportunity and responsibility. Rob's leadership strengths, sales prowess and administrative skills will serve the Las Vegas team well," he said.

Weisbord has been the Director of Sales at KVWB/KFBT since June 1997 and was the National Sales Manager of WTVT in Tampa Bay before the move to Las Vegas. He has been in broadcast sales for more than 14 years and earned an MBA from the University of Tampa Bay. Weisbord is excited about this new opportunity and believes he can take the stations to the next level. "I look forward to carrying out the business plan that was implemented a little over two years ago that will grow both stations' visibility in the community as well as grow the ratings," he said.

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns or programs 58 television and 51 radio stations. Upon completion of all pending transactions, Sinclair will own or program 59 television stations in 38 markets reaching approximately 24.4% of U.S. households.

SOURCE Sinclair Broadcast Group, Inc.

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