

Sinclair Names Jim Hanning General Manager of WXLV-TV and WUPN-TV In North Carolina

BALTIMORE, April 9 /PRNewswire-FirstCall/ -- Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today the promotion of Jim Hanning to General Manager of WXLV-TV (ABC 45) and WUPN-TV (UPN 48) in Greensboro/Winston-Salem/High Point, North Carolina. The announcement was made by David Smith, President and CEO of Sinclair.

In making the announcement, Mr. Smith said, "We are pleased to promote Jim and give him the opportunity to lead one of our duopoly markets. We look forward to capitalizing on his sales successes and incorporating those techniques into the overall operation of the stations."

"Jim's direction of our sales operation has been outstanding. He has clearly demonstrated the leadership skills required to grow these television properties," commented Craig Millar, VP/Regional Director.

"I'm very excited about this opportunity," stated Mr. Hanning. "WXLV and WUPN have remarkable employees whom I look forward to working with to grow the stations and provide our viewers and advertisers a rewarding experience."

Mr. Hanning has served as the Director of Sales since 1999. Prior to that he was National Sales Manager and Local Sales Manager of KOIN in Portland, OR. He also was Local Sales Manager at WGHP in High Point, and served as a Local Account Executive in Phoenix, AZ for KTSP-TV. Mr. Hanning graduated from Western State College in Colorado where he majored in Communications with a concentration in Broadcasting.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, currently owns and operates, programs or provides sales services to 63 television stations in 40 markets. Sinclair's television group includes FOX, WB, ABC, CBS, NBC, and UPN affiliates and reaches approximately 25.0% of all U.S. television households. Sinclair has a strategic alliance with Acrodyne Communications, Inc., a manufacturer of transmitters and other television broadcast equipment. For more information, please visit Sinclair's website at www.sbgi.net.

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