



PRESS RELEASES

SBG Names Campbell GM in Birmingham

BALTIMORE (January 7, 2004) - Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that Scott Campbell has been named General Manager for WTTO-TV (WB 21) and WABM-TV (UPN 68) in Birmingham, Alabama. Mr. Campbell will also oversee for Sinclair WDBB-TV (WB 17) in Tuscaloosa, which simulcasts WTTO's programming pursuant to a time brokerage agreement. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair's television group.

In making the announcement, Mr. Marks said, "Scott, through his outstanding efforts as General Manager in Charleston, South Carolina, made our choice of him as General Manager in Birmingham an easy one. While in Charleston, Scott demonstrated his ability to successfully oversee two stations in the market. That experience, as well as his previous sales management experience in Birmingham gives WTTO and WABM the opportunity to excel under his leadership."

Commenting on his appointment, Mr. Campbell stated, "I'm leaving a fantastic staff in Charleston who I enjoyed working with and appreciated their support during my four years there. As I look ahead, I am excited to return to Birmingham and working with the people at WTTO and WABM, having worked at the stations in the past."

Mr. Campbell most recently served as the General Manager in Charleston, South Carolina for Sinclair's WMMP-TV (UPN 36) and had oversight for WTAT-TV (FOX 24), which was programmed by Sinclair under a time brokerage agreement. Prior to that and from 1997, he served as the General sales manager and Local Sales Manager for WTTO and WABM. Mr. Campbell has over 20 years of television broadcast experience serving in a variety of sales and managerial roles. Mr. Campbell is a graduate of the University of Arizona.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, owns and operates, programs or provides sales services to 62 television stations in 39 markets. Sinclair's television group includes FOX, WB, ABC, CBS, NBC, and UPN affiliates and reaches approximately 24% of all U.S. television households. For more information, please visit Sinclair's website at www.sbgi.net.

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