

## News Release

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### **SINCLAIR NAMES ROB WEISBORD DIRECTOR OF DIGITAL INTERACTIVE MARKETING**

Baltimore (November 11, 2009) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Rob Weisbord has been named Director of Digital Interactive Marketing for Sinclair. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair's television group.

In making the announcement, Mr. Marks said, "We are pleased to have Rob lead the Company into the digital interactive marketing age. When you combine Rob's television background with his sales experience and understanding of new media, you get someone who is perfect in helping us to launch our new 3 Screen strategy."

"Broadcast television remains the undisputed mass audience delivery platform," commented Rob Weisbord. "There are many ways in which we can leverage television's reach and audience share with other content distributors. I look forward to building customer solutions utilizing our 3 Screen Approach integrating television, Internet and cell phones."

Mr. Weisbord began his broadcasting career in the radio industry with Family Group Broadcasting in 1985. He then made the switch to the television industry in 1989 when he went to work for New World Communication's television property WTVT-TV in Tampa, Fl. Mr. Weisbord joined Sinclair Broadcast Group in 1997 and has since served in various positions including Director of Sales and General Manager for the Company's Las Vegas duopoly of KVMY-TV and KVCW-TV, and subsequently as Regional Group Manager. For the past two years, he has split his time between his Group Manager responsibilities and assisting the Company on the integration of digital marketing with a 3 Screen Approach to Customer Solutions.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, owns and operates, programs or provides sales services to 58 television stations in 35 markets. Sinclair's television group is affiliated with all major networks and reaches approximately 22% 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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