

News Release

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SINCLAIR NAMES AUDRA SWAIN GENERAL MANAGER OF KVMY-TV AND KVCW-TV IN LAS VEGAS, NV

BALTIMORE (November 11, 2009) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Ms. Audra Swain was named General Manager for KVMY-TV (MNT 21) and KVCW-TV (CW 33) in Las Vegas, Nevada. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair’s television group.

In making the announcement, Mr. Marks said, “Audra has done an outstanding job in leading the sales efforts for our ABC and MyNetwork affiliates, WLOS-TV and WMYA-TV, in the Asheville, NC/Greenville, SC markets. The promotion to General Manager is a role for which Audra has prepared. After leading our local sales efforts at our FOX affiliate and flagship station, WBFF-TV in Baltimore, Audra successfully took on the position of Director of Sales of these two important stations in Asheville, and is now ready for her next challenge of leading the efforts of our stations in Las Vegas. Her experience in generating revenues, even in difficult economic times, as well as her handling of duopoly markets made her the perfect choice for this exciting new challenge.”

“I am incredibly excited about the opportunity to manage the two television stations in Las Vegas,” commented Ms. Swain. “Las Vegas is a growing and vibrant market, and I look forward to becoming a member of the community and working with the talented staffs at KVMY and KVCW.

Ms. Swain began her broadcasting career in 1997 in the news department at WJBF-TV in Augusta, GA. In 1998 she moved to the sales department as an Account Executive where she worked until 1999. From then and until 2000, Ms. Swain was an Account Executive for the FOX affiliate in the Harrisburg, PA market. In 2000, she joined Sinclair’s flagship station, WBFF-TV in Baltimore, MD where she was promoted to Local Sales Manager in 2002. In 2004, she was promoted to Director of Sales for WLOS-TV and WMYA-TV in Sinclair’s Asheville, NC/Greenville, SC market. Ms. Swain was named in 2008’s Top 25 American Woman in Television and Radio Sales and Marketing..

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.

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