

News Release

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SINCLAIR NAMES PAUL ROSSI GENERAL MANAGER OF WTVZ-TV IN NORFOLK/PORTSMOUTH/NEWPORT NEWS, VA

BALTIMORE (January 19, 2010) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Paul Rossi has been named General Manager for WTVZ-TV (MyNetworkTV 33) in the Norfolk/Portsmouth/Newport News, Virginia area. 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 promote Paul to the position of General Manager. He brings over 30 years of television sales and operations experience to the position. For the past three years, he has does an outstanding job as General Sales Manager at WTVZ, and we look forward to building on his sales philosophy.”

“I’m very excited about the opportunity to take over the helm at MyTVZ,” commented Mr. Rossi. “When I came to WTVZ a little more than three years ago, I recognized the potential and possibilities the station presented. With the help of some terrific managers and sales and support people, we were able to steadily grow our share of the market each year. I’m very passionate about what I do and you can expect the same level of enthusiasm, commitment and effort from me as General Manager. My wife and I love living here and look forward to becoming a more active part of the community.”

Mr. Rossi most recently served as General Sales Manager at WTVZ-TV since 2006. Prior to that, he was the General Manager of KFXX/KLPN-TV in Longview, TX. From 1998 to 2006, Mr. Rossi served as the General Sales Manager and later, Station Manager, for KUWB-TV in Salt Lake City, UT where he helped the station sign-on the air. In 1997, he was the Director of Sales at WLFL/WRDC-TV in Raleigh, NC, two stations owned by Sinclair. Prior to that, Mr. Rossi served in various sales management positions including General Sales Manager at WVNY-TV in Burlington, VT, and National Sales Manager and Local Sales Manager at WJAR-TV in Providence, RI. Mr. Rossi began his broadcasting career in television research, programming and sales. Mr. Rossi received his Bachelor of Business Administration from Baruch College in New York.

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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