

## News Release

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### **SINCLAIR NAMES MIKE SMYTHE GENERAL MANAGER OF KBSI-TV IN PADUCAH, KY/CAPE GIRARDEAU, MO MARKET**

Baltimore, MD (February 27, 2012) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced that Mike Smythe has been named General Manager of KBSI-TV (FOX 23) in the Paducah, KY/Cape Girardeau, MO market. Mr. Smythe will also be responsible for oversight of WDKA-TV (MY 49), which is programmed by Sinclair under 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, “We are pleased to offer Mike this position. His understanding of the viewers, the local businesses and the competitive broadcast landscape should benefit the stations particularly when you consider that he operated stations in the market for the past 13 years.”

“I am delighted to have the opportunity to return to the area and join the KBSI and WDKA teams,” commented Mr. Smythe. “Having competed against the stations for so many years, I have a full appreciation and respect for their capabilities and market presence. I look forward to working closely with the staff and our many business communities in the Heartland.”

Mr. Smythe most recently served as General Manager for KFVS (CBS) and The Heartland’s CW (WQWQ) for the past 11 years and was the stations’ General Sales Manager for the two years prior to that. Prior to KFVS, Mr. Smythe served as General Sales Manager for WITN in the Greenville/New Bern/Washington, NC market. Prior to that, he was General Sales Manager at WKEF, Sinclair’s ABC affiliate in Dayton, OH, and was National Sales Manager at WTOL in Toledo, OH. Mr. Smythe also worked eight years for the Television Bureau of Advertising in Chicago where he served as Vice President/Midwest Marketing Manager for Major Markets and as Marketing Manager for National Advertisers. Mr. Smythe has a Masters degree in Broadcasting and Business from Bowling Green State University and a Bachelor of Arts degree in Speech and Business from the University of Findlay in Ohio.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, owns and operates, programs or provides sales services to 74 television stations in 45 markets. Sinclair’s television group is affiliated with all major networks and reaches approximately 26% 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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