

NEWS Release

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SINCLAIR BROADCAST AND ONE MEDIA SET TO DEPLOY NEXT GEN TV *Company Embraces FCC New Guidelines*

Hunt Valley, MD (November 16, 2017) – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) and its subsidiary, ONE Media 3.0 (“ONE Media”), announced today their intention to fully deploy ATSC 3.0 (the “Next Generation TV” standard) on Sinclair’s stations nationwide pursuant to the FCC’s action today approving the new platform.

The historic vote by the FCC to authorize use of the Next Generation TV standard marks both the conclusion and commencement of a decades-long effort by Sinclair and, more recently, ONE Media to enhance broadcasters’ technical and business opportunities significantly.

The new digital standard will dramatically improve television pictures and sound and, for the first time, be receivable on mobile devices, over-the-air for free. The Internet Protocol-based standard will seamlessly merge broadcast signals with Internet-based content and also enable multiple new data transmission business opportunities for broadcasters.

“We have advocated for a robust, broadcast-centric digital standard since 1997, and we are gratified to see that the ATSC, broadcasters and the government have now agreed to do just that,” said **Christopher Ripley**, Sinclair’s President and CEO. “True mobile TV and data distribution, compatible with the Internet, can now become a reality. The Sinclair-reimagined, ground-up standard, designed by and for broadcasters, has been enhanced and refined by the detailed contributions of hundreds of ATSC volunteer engineers resulting in a platform that will be the envy of the world. Its television and data capabilities promise spectacular benefits to consumers, broadcasters and equipment manufacturers alike.”

Ripley added, “We congratulate the Commission for its foresight and keen acknowledgement of the need for broadcast innovation. Chairman Pai’s leadership to craft rules that are flexible and non-intrusive is to be applauded. The Staff has done an excellent and thorough analysis in record time, and we appreciate its great efforts to think through ramifications and permit the market to flourish with minimal constraints. Now is the real test for the industry to make good on technology’s promise. We have our work cut out for us and we are up to the task.”

David Smith, Sinclair’s Executive Chairman, had high praise for the Commission. “As we have pressed for 20 years, broadcasters and consumers alike deserve the best innovations available. We finally have that ability and are ready to lead an industry in deployment, service offerings, enhancements and business development. We are “off the plateau” and ready to climb the next mountain along with our broadcast brethren, manufacturers, programmers and new business partners, looking down on wondrous new opportunities. There should only be upside for all concerned – including most importantly, the Public!”

About Sinclair Broadcast Group, Inc.

Sinclair Broadcast Group, Inc. is one of the largest and most diversified television broadcasting companies in the country. The Company has multiple emerging networks as well as stations affiliated with all the major networks. In addition, Sinclair is the leading local news provider in the country, as well as a producer of sports content. Sinclair owns a multicast network, four radio stations and a cable network. Sinclair’s broadcast content is delivered via multiple-platforms, including over-the-air, multi-channel video program distributors, and digital platforms. The Company regularly uses its website as a key source of Company information which can be accessed at www.sbg.net.

About ONE Media 3.0, LLC

ONE Media 3.0 was established as a wholly-owned subsidiary of Sinclair Broadcast Group, Inc. with a vision to build and deploy the “Next Generation Broadcast Platform,” enabling broadcasting to be competitive across all platforms in delivering enhanced video and data services.

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