

VIACOMCBS

ViacomCBS and Sinclair Broadcast Group, Inc. Announce Affiliation Renewal Agreement

June 30, 2020

Renewal Covers Eight CBS Affiliates Serving More Than 3 Million Television Households

NEW YORK & BALTIMORE--(BUSINESS WIRE)--Jun. 30, 2020-- ViacomCBS (NASDAQ: VIACA, VIAC) and Sinclair Broadcast Group, Inc. (NASDAQ: SBGI), today announced a multi-year agreement to renew eight CBS network affiliations for Sinclair stations, including two top-50 market affiliates, KUTV in Salt Lake City, UT and KEYE-TV in Austin, TX. ViacomCBS also reached agreement to renew the affiliation of WTVH in Syracuse, NY to which Sinclair provides services. The 9 markets combined reach 3% of the U.S. audience, serving over 3 million television households.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200630005284/en/>

Sinclair is one of the largest operators of CBS affiliates, reaching 8% of the U.S. and serving over 8 million households across 23 markets. Sinclair's CBS affiliates will remain locally available to subscribers of *CBS All Access*, CBS' digital subscription video on-demand and live streaming service, and will continue to be widely distributed across virtual and traditional multichannel video programming distributor platforms.

"We're happy to have reached an agreement with Sinclair that includes several early renewals and enables us to continue serving millions of households with leading news, sports and entertainment programming," said Ray Hopkins, President, U.S. Networks Distribution, ViacomCBS. "Sinclair is a great partner, and we look forward to our continued collaboration."

Barry Faber, Sinclair's President of Distribution and Network Relations, stated, "We are pleased to extend our affiliations for these stations with ViacomCBS. The CBS Network's extremely popular sports, entertainment and news programming, together with the high-quality local news and other programming provided by Sinclair, positions these stations to continue to serve as an important marketing platform for advertisers, as well as to generate a growing distribution revenue stream."

The agreement consists of renewals for CBS affiliates KUTV in Salt Lake City, UT; KEYE in Austin, TX; WGME in Portland, ME; WTVH in Syracuse, NY; KGAN in Cedar Rapids, IA; WSBT in South Bend, IN; KRCG in Columbia, MO; KHQA in Quincy, IL; and KTVO in Ottumwa, IA.

About ViacomCBS

ViacomCBS (NASDAQ: VIAC; VIACA) is a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Driven by iconic consumer brands, its portfolio includes CBS, Showtime Networks, Paramount Pictures, Nickelodeon, MTV, Comedy Central, BET, CBS All Access, Pluto TV and Simon & Schuster, among others. The company delivers the largest share of the U.S. television audience and boasts one of the industry's most important and extensive libraries of TV and film titles. In addition to offering innovative streaming services and digital video products, ViacomCBS provides powerful capabilities in production, distribution and advertising solutions for partners on five continents.

For more information about ViacomCBS, please visit www.viacomcbs.com and follow @ViacomCBS on social platforms.

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About Sinclair Broadcast Group, Inc.

Sinclair (NASDAQ:SBGI) is a diversified media company and leading provider of local sports and news. The Company owns and/or operates 23 regional sports network brands; owns, operates and/or provides services to 191 television stations in 89 markets; is a leading local news provider in the country; owns multiple national networks; and has TV stations affiliated with all the major broadcast networks. Sinclair's 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.

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Media Contacts

Bridget Darcey, ViacomCBS
Bridget.Darcey@viacom.com

Michael Padovano, Sinclair
mpadovano@5wpr.com

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