

VIACOMCBS

ViacomCBS and Sinclair Broadcast Group, Inc. Announce Affiliation Agreements

January 13, 2021

Multi-Year Deal Includes 13 CBS Affiliates Serving Nearly Six Million Television Households

NEW YORK & BALTIMORE--(BUSINESS WIRE)--Jan. 13, 2021-- ViacomCBS (NASDAQ: VIACA, VIAC) and Sinclair Broadcast Group, Inc. (NASDAQ: SBGI) ("Sinclair"), today announced multi-year agreements across 13 CBS network affiliations for Sinclair stations, including four top-50 market affiliates, WKRC in Cincinnati, OH, WPEC in West Palm Beach, FL, WWMT in Grand Rapids, MI and WHP in Harrisburg, PA. The 13 markets combined reach about 5% of the U.S. audience serving nearly six million television households.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210113005144/en/>

Sinclair is one of the largest operators of CBS affiliates, reaching 8% of the U.S. and serving 10 million households spanning 23 markets. Sinclair's CBS affiliates will remain locally available to subscribers of *CBS All Access*, ViacomCBS' digital subscription video on-demand and live streaming service.

"We are pleased to have reached an agreement with Sinclair that covers several early renewals," said Ray Hopkins, President, U.S. Networks Distribution, ViacomCBS. "We look forward to providing our best-in-class news, sports and entertainment programming to millions of households in Sinclair markets through our valued and long-standing partnership."

Barry Faber, President, Distribution & Network Relations for Sinclair, commented: "We are happy to have reached agreement to continue to offer our viewers CBS content, including primetime and sports programming, which complements our stations' valuable local news and syndicated content. The renewal is testament to the symbiotic relationship between a network and its affiliates."

The agreement consists of renewals for the following CBS affiliates: WRGB in Albany, NY; KBAK in Bakersfield, CA; KFDM in Beaumont, TX; KBOI in Boise, ID; WKRC in Cincinnati, OH; KDBC in El Paso, TX; KVAL in Eugene, OR; WWMT in Grand Rapids, MI; WHP in Harrisburg, PA; KTVL in Medford, OR; KPTH in Sioux City, IA; WPEC in West Palm Beach, FL; and KIMA in Yakima, WA.

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 US 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 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 190 television stations in 88 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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