



NEXSTAR BROADCASTING COMPLETES BUILDOUT OF MULTI-MILLION DOLLAR STATE-OF-THE-ART DIGITAL OPERATIONS CENTER AND HIGH DEFINITION NEWS FACILITY IN ROANOKE, VIRGINIA

WFXR-TV AND WWCW-TV ADDS 30 EMPLOYEES TO SUPPORT EXPANSION OF LOCAL NEWS PROGRAMMING UNDER THE "WFXR NEWS" BRAND, LAUNCHING OCTOBER 1, 2015

Nexstar and its Roanoke Operations Extend Commitment to Local Community Service Excellence in Greater Southwestern and Central Virginia with WFXR News' Additional Local Content On-Air and On-Line via Community Web Portal VirginiaFirst.com

ROANOKE, Virginia and IRVING, Texas (September 17, 2015) – Nexstar Broadcasting Group, Inc. (NASDAQ: NXST) announced today that after months of planning and construction it has opened a new broadcasting and news facility in Roanoke to support the operations of WFXR-TV (FOX), WWCW-TV (CW) and VirginiaFirst.com serving the Roanoke, Lynchburg, Christiansburg and Blacksburg, VA market (DMA #69).

The new \$3.0 million 15,000 sq. ft. facility features a dynamic news studio outfitted with the latest HD news production resources and technologies including enhanced meteorological forecasting technology, advanced weather equipment and full high definition broadcast technologies. In addition, the new Roanoke facility will include a unique news content center featuring innovative equipment that allows the stations' to transcend the traditional news presentation by providing local viewing audiences exclusive access to the news gathering and technical process.

Further reflecting its local market commitment, beginning October 1, 2015, WFXR-TV will debut expanded local news programming with a focus on relevant and exciting local content under the **WFXR News** brand. In association with the news expansion, Nexstar has added 30 news and production jobs to support the additional programming. The expansion will add two more hours of local weekday morning news from 5:00 a.m. until 7:00 a.m. to complement the existing 7:00 a.m. to 9:00 a.m. newscast. The new extended morning newscast, titled **"WFXR News Good Day Virginia,"** will bring Southwestern Virginia viewers the most comprehensive offering of local news that matters during the 4-hour time period from 5:00 a.m. to 9:00 a.m.

The market's leading primetime one hour newscast will also receive a fresh look with the October 1 launch. **"WFXR News First at 10"** viewers can expect compelling stories on local issues of that day and positive, thoughtful reporting inside local communities across Virginia as well as the most accurate weather coverage that pinpoints forecasts neighborhood by neighborhood. **"WFXR's News First at 10"** will also expand its news program to an hour each night seven days a week.

"Localism is fundamental to the success of our industry and Nexstar Broadcasting has over 4,000 employees across the country who are committed to addressing the needs of local viewers, hometown businesses, and organizations across the markets where we operate," said Tim Busch Nexstar's Executive Vice President and Co-Chief Operating Officer. "We continue to elevate the level of service provided to the local communities we serve as highlighted by Nexstar's recent \$3.0 million investment in our Roanoke operations. Over the last six years, Nexstar has invested over \$100 million to expand local news programming and enhance station infrastructure, production resources and new technologies across the company. Our organization-wide commitment to broadcasting excellence for

local viewers and delivering unparalleled marketing results for our advertisers has been a key component of our long-term success and we intend to continue our leadership in delivering exceptional service as we pursue our goals for growth in the West Central Virginia region and across our station operations.”

Vice President and General Manager of Nexstar’s Roanoke, VA operations, Arika Zink, added, “Our team at WFXR-TV, WWCW-TV and VirginiaFirst.com is excited to support local job creation in our community by adding nearly 3 dozen news and production members to our staff. We are opening the market’s most contemporary, state-of-the-art facilities with expanded local news programming. Broadcasting in full high definition (HD), **WFXR News “First at 10”** and **“Good Day Virginia”** will feature compelling and relevant local news coverage delivered by leading broadcast journalists who have a passion for serving our local communities. In addition, with the recent launch of Roanoke Valley’s community portal website, VirginiaFirst.com, local viewers will be able to access WFXR’s local news and information when, where, and how they want it. Our expanded local content and community involvement through these additive resources will continue to enhance our service to local viewers, public organizations, hometown businesses and marketing partners in the communities we serve.

“We are grateful for the tremendous support and positive feedback we have received since Nexstar’s acquisition of WFXR-TV and WWCW-TV and the opportunity to become a larger part of our viewers’ daily lives. Nexstar’s investment in the technical infrastructure and **WFXR News** platform again highlights our unwavering dedication to providing superior local content to our viewers while delivering enhanced marketing solutions for local advertisers,” Ms. Zink concluded.

In line with the Company’s commitment to support local businesses, Nexstar has proudly partnered with one of Roanoke’s most respected commercial and industrial real estate developers, MB Construction, for all the construction services required to complete this innovative project.

About Nexstar Broadcasting Group, Inc.

[Nexstar Broadcasting Group](#) is a leading diversified media company that leverages localism to bring new services and value to consumers and advertisers through its traditional media, digital and mobile media platforms. Nexstar owns, operates, programs or provides sales and other services to 107 television stations and related digital multicast signals reaching 58 markets or approximately 18.0% of all U.S. television households. Nexstar’s portfolio includes affiliates of NBC, CBS, ABC, FOX, MyNetworkTV, The CW, Telemundo, Bounce TV, Me-TV, and LATV. Nexstar’s community portal websites offer additional hyper-local content and verticals for consumers and advertisers, allowing audiences to choose where, when and how they access content while creating new revenue opportunities.

Forward-Looking Statements

This news release includes forward-looking statements. We have based these forward-looking statements on our current expectations and projections about future events. Forward-looking statements include information preceded by, followed by, or that includes the words “guidance,” “believes,” “expects,” “anticipates,” “could,” or similar expressions. For these statements, the Company claims the protection of the safe harbor for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995. The forward-looking statements contained in this news release, concerning, among other things, changes in net revenue, cash flow and operating expenses, involve risks and uncertainties, and are subject to change based on various important factors, including the impact of changes in national and regional economies, our ability to service and refinance our outstanding debt, successful integration of acquired television stations (including achievement of synergies and cost reductions), pricing fluctuations in local and national advertising, future regulatory actions and conditions in the television stations’ operating areas, competition from others in the broadcast television markets served by the Company, volatility in programming costs, the effects of governmental regulation of broadcasting, industry consolidation, technological developments and major world news events. Unless required by law, we undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. In light of these risks, uncertainties and assumptions, the forward-looking events discussed in this news release might not occur. You should not place undue reliance on these forward-looking statements, which speak only as of the date of this release. For more details on factors that could affect these expectations, please see our filings with the Securities and Exchange Commission.

Contacts:

Tim Busch / Co-Chief Operating Officer

Joseph Jaffoni, Jennifer Neuman / JCIR

585-288-8195

212/835-8500 or nxst@jcir.com