



**NEXSTAR PROMOTES LARRY COTTRILL TO VICE PRESIDENT AND
GENERAL MANAGER OF ITS BROADCASTING AND DIGITAL OPERATIONS
SERVING COLUMBUS, OHIO**

***Experienced Broadcast Management Executive Will Oversee WCMH-TV and its Website,
Mobile Apps, and Related Social Media Channels***

IRVING, TX (July 19, 2023)—Nexstar Media Group, Inc. (NASDAQ: NXST), today announced the promotion of Larry Cottrill to Vice President and General Manager of its broadcast and digital operations serving Columbus, Ohio (DMA #32), including WCMH-TV (NBC4) and nbc4i.com, and their related mobile apps and social media channels. Mr. Cottrill is taking over for Ken Freedman, who is retiring after serving as WCMH-TV's Vice President and General Manager since 2017 and a 44-year career in broadcasting. Mr. Cottrill will begin his new duties on August 7, and report to Brandin Stewart, Senior Vice President and Regional Manager for Nexstar.

Mr. Cottrill has led Nexstar's broadcasting and digital operations serving Richmond, Virginia, including WRIC-TV (ABC DMA #56) and wric.com, since their acquisition by Nexstar in 2017, and he has consistently demonstrated the ability to grow ratings, sales, revenue, and profitability. Mr. Cottrill oversaw the successful integration of WRIC-TV's operation into Nexstar and directed the consolidation and realignment of station operations. He and his team expanded local news coverage by seven hours per week and launched WRIC-TV's first news bureau in the state capital. During his tenure, WRIC-TV was recognized with ten Edward R. Murrow regional awards for Excellence in Journalism, including three for Overall Excellence. Mr. Cottrill also spearheaded the creation of several unique sponsorships for advertisers, including "Positively Richmond," highlighting local small businesses in the community, and the "Gift of Light" campaign, designed to help needy children gain access to optometrists and affordable eyewear.

Prior to WRIC-TV, Mr. Cottrill served in various professional capacities at WOWK-TV (CBS DMA #70), WTRF-TV (CBS DMA #158), WVNS-TV (CBS DMA #159), and WBOY-TV (NBC/ABC DMA #169), where he was integral to the successful negotiation of broadcast and content rights for West Virginia University (WVU) sports, bringing various sports programming for the WVU Mountaineers to viewers across the state of West Virginia. Earlier in his broadcast career, he served as General Manager for West Virginia Radio Corporation and Key Account Manager for Rutter Communications. His past experience also includes joint ownership of Cava & Banko, PLLC, an accounting and consulting firm in Bridgeport, WV.

"Larry is a great choice to succeed Ken as Vice President and General Manager of our Columbus media properties," said Mr. Stewart. "He is extremely familiar with Nexstar, our multiplatform business model and our strategies for growth and service to the community. He's done a great job at WRIC-TV, has been successful everywhere he's been, and instinctively knows how to connect with viewers, advertisers and the community. I am looking forward to working with Larry in this new role and to continuing to burnish the reputation and legacy of NBC4. Ken has been a great leader for WCMH-TV, and an outstanding leader in the greater Columbus community—we wish him well in his retirement."

Commenting on his new role, Mr. Cottrill said, “I am extremely grateful to Nexstar for giving me the opportunity to lead WCMH-TV’s broadcast and digital operations in Columbus, and to my colleagues at WRIC-TV for their tremendous effort and help over the last six years. I am looking forward to getting to know the Columbus community and its viewers and advertisers. This is a great television station with a rich history, and when you combine it with Nexstar’s commitment to local content and the unique and innovative cross-platform advertising solutions we offer viewers and clients, the result gives us a distinct advantage over our competitors.”

Mr. Cottrill has been extensively involved in the media industry and his community throughout his career in broadcasting, serving as Vice Chair of the Virginia Broadcasters Association and on the Board of Directors of the United Way of Greater Richmond and Petersburg. He was also a member of the Board of Directors for the Harrison County Chamber of Commerce and a past President of the Harrison County Rotary Club and the Salvation Army for Central West Virginia. Mr. Cottrill graduated from West Virginia University with a degree in Elementary Education. He and his wife Lisa will be relocating to the Columbus area as soon as possible.

About Nexstar Media Group, Inc.

Nexstar Media Group, Inc. (NASDAQ: NXST) is a leading diversified media company that produces and distributes engaging local and national news, sports and entertainment content across television, streaming and digital platforms, including more than 300,000 hours of news, sports, and entertainment programming each year. Nexstar owns America’s largest local broadcasting group comprised of top network affiliates, with 200 owned or partner stations in 116 U.S. markets reaching 212 million people. Nexstar’s national television properties include The CW, America’s fifth major broadcast network, NewsNation, America’s fastest-growing national news and entertainment cable network reaching 70 million television homes, popular entertainment multicast networks Antenna TV and Rewind TV, and a 31.3% ownership stake in TV Food Network. The Company’s portfolio of digital assets, including The Hill and BestReviews, are collectively a Top 10 U.S. digital news and information property. In addition to delivering exceptional content and service to our communities, Nexstar provides premium multiplatform and video-on-demand advertising opportunities at scale for businesses and brands seeking to leverage the strong consumer engagement of our compelling content offering. For more information, please visit nexstar.tv.

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