



**NEXSTAR PROMOTES LLOYD BUCHER TO VICE PRESIDENT AND
GENERAL MANAGER OF ITS BROADCAST AND DIGITAL OPERATIONS
IN PHILADELPHIA, PENNSYLVANIA**

***Experienced Media Executive Will Oversee WPHL-TV, phl17.com, and
Their Related Social Media Channels***

IRVING, TX (June 25, 2024) – Nexstar Media Group, Inc. (NASDAQ: NXST), today announced the promotion of Lloyd Bucher to Vice President and General Manager of its broadcast and digital operations in Philadelphia, Pennsylvania (DMA #4), overseeing the long-range planning and day-to-day management of WPHL-TV (CW), phl17.com, and their related mobile and social media channels. Mr. Bucher succeeds Vince Giannini, who retired earlier this month. He will assume his new duties immediately and report to Brandin Stewart, Senior Vice President and Regional Manager for Nexstar’s broadcasting division.

The promotion is a homecoming for Mr. Bucher, who was born and raised in Philadelphia, and spent the first 35 years of his life in the area. He brings nearly 30 years of leadership experience in broadcast management, marketing and sales to his new position at Nexstar, where he has served as the Vice President and General Manager of the company’s broadcast and digital operations in Charlotte, North Carolina (DMA #21) for almost three years. In Charlotte, Mr. Bucher was responsible for overseeing WJZY-TV (FOX), WMYT-TV (MyNet) and qcnews.com.

During his tenure in Charlotte, Mr. Bucher and his team reimagined the television stations’ brand and marketing efforts, launching “Queen City News,” offering more local news than any other station in the market. Mr. Bucher also spearheaded the creation and development of the morning lifestyle show, “Positively Charlotte,” debuting this summer and featuring local personalities, newsmakers and small businesses. He was also instrumental in forging a partnership with Charlotte FC, the city’s professional soccer team, and the NFL’s Carolina Panthers, enabling WJZY-TV to become the official “Home of the Panthers.” On the digital front, Mr. Bucher re-launched the stations’ website as qcnews.com, “Carolina’s Own Queen City News,” and helped drive significant growth in unique visitors, page views, digital advertising revenue.

“Nexstar is extremely fortunate to be able to bring someone with Lloyd’s experience back to his hometown to manage the company’s broadcast and digital operations,” said Mr. Stewart. “Lloyd has been successful everywhere he’s worked and consistently driven growth in ratings, revenue and profit by seizing opportunities to forge new relationships with advertisers and marketers, creating and developing new programming, and deepening his connection to the local community. He will be a great leader for our Philly media businesses.”

Prior to his time in Charlotte, Mr. Bucher served as Vice President and General Manager of WPTV-TV in West Palm Beach, Florida, from 2015 to 2021. While there, Mr. Bucher expanded local news programming and helped create and develop several significant digital initiatives, including the launch of WPTV-TV's first mobile app for news, a streaming newscast, and a variety of streaming news specials. Prior to joining WPTV-TV, Mr. Bucher held a variety of sales and marketing positions of increasing responsibility at television stations in Miami and Philadelphia from 1995 to 2005. He began his professional career as an attorney, following his graduation from law school in 1993.

"I am grateful to Nexstar for bringing me back to Philadelphia, my hometown," said Mr. Bucher. "I'm truly happy to be returning to a market I know well and looking forward to working with the broadcast and digital teams at WPHL-TV. This station has a long history of quality programming, special coverage of important local events, and service to the community, and when you combine all that with the resources of Nexstar, you can create a lot of opportunity for success."

Mr. Bucher has a long history of service with community- and media industry-related organizations. He was a member of the Board of Directors for the Urban League of Palm Beach County and Florida Atlantic University's Center for Autism and Related Disabilities. He also served as a member of the TVB Executive Board of Directors and the NBC Affiliate Board. Mr. Bucher graduated from Hofstra University with a bachelor's degree in marketing and earned his law degree from the Widener University School of Law in Wilmington, Delaware.

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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 its television and digital platforms, including more than 310,000 hours of programming produced annually by its business units. Nexstar owns America's largest local television broadcasting group comprised of top network affiliates, with over 200 owned or partner stations in 117 U.S. markets reaching 220 million people. Nexstar's national television properties include The CW, America's fifth major broadcast network, NewsNation, a national cable news network, 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 its local TV station websites, The Hill and NewsNationNow.com, are collectively a Top 10 U.S. digital news and information property. For more information, please visit nexstar.tv.

Media Contact:

Gary Weitman
EVP & Chief Communication Officer
Nexstar Media Group, Inc.
972/373-8800 or gweitman@nexstar.tv

Investor Contact:

Joseph Jaffoni or Jennifer Neuman
JCIR, Inc.
212/835-8500 or nxst@jcir.com