

MISS UNIVERSE® 2009 COMPETITION RANKED NO. 1 AMONG THE BROADCAST NETWORKS IN ITS TIME PERIOD IN TOTAL VIEWERS

New York, NY – August 27, 2009 – On Sunday, Aug. 23, 2009, from 9 to 11 p.m. (ET), viewers from around the world tuned in to the 2009 Miss Universe competition, including 6.0 million in the U.S. for NBC's coverage, making it No. 1 in total viewers among the broadcast networks in the time period. The show topped all NBC non-sports programming in this time period in total viewers and among audiences ages 18 to 49 since the May 10, 2009 finale of "Celebrity Apprentice," also an NBC/Donald Trump program.

The number of viewers grew dramatically between the first half-hour of the show to the fourth, increasing in rating by 73 percent among audiences ages 18 to 49 (from a 1.5/4 to a 2.6/7). The pageant's total viewers increased by 49 percent, or by over 2.3 million viewers, from 4.8 million to 7.1 million viewers by the show's final half-hour.

The second hour of the pageant ranked No. 1 among the broadcast networks in all key ratings categories – adults, men and women ages 18 to 34, 18 to 49 and 25 to 54 – as well as total viewers. During this climactic hour, the Miss Universe competition's viewership beat the combined ABC and CBS ratings in adults, men and women ages 18 to 34 and 18 to 49.

In addition to the pageant itself, the Miss Universe website has drawn an incredible amount of worldwide attention. With almost 5 million visitors and 43 million page views in August 2009 alone, www.missuniverse.com is one of the most trafficked websites on the Internet. The site's visitors included Miss Universe fans from over 225 countries and territories throughout the globe.

Throughout the two-hour event, contestants from over 80 countries and territories around the world competed in three categories: swimsuit, evening gown and personality interview. A star-studded panel of judges chose Miss Venezuela, Stefania Fernandez, as MISS UNIVERSE® 2009 live from Atlantis, Paradise Island, Bahamas. Today, just four days after being crowned Miss Universe, Stefania Fernandez embarked on her week-long media tour visiting top international media outlets from around the world.

ABOUT THE MISS UNIVERSE ORGANIZATION

The MISS UNIVERSE®, MISS USA® and MISS TEEN USA® Pageants are a Donald J. Trump and NBC Universal joint venture. Utilizing its nationwide grass roots infrastructure, the Miss Universe Organization is committed to increasing HIV/AIDS awareness by focusing on women's health and reproductive issues. By forging relationships with organizations committed to research and education such as the Latino Commission on AIDS, God's Love We Deliver, PSI/YouthAIDS and Gay Men's Health Crisis. For more information, visit: www.missuniverse.com

###

MEDIA CONTACTS:

Dara Busch
Rubenstein Public Relations
(212) 843-8079
dbusch@rubensteinpr.com

Lark-Marie Antón / Esther Swan / Carl Althoff, The Miss Universe Organization
(212) 373-4999
lanton@missuniverse.com, eswan@missuniverse.com, calthoff@missuniverse.com