

NBC EXTENDS ITS AGREEMENT WITH DONALD TRUMP AND THE MISS UNIVERSE ORGANIZATION TO BROADCAST THE 'MISS UNIVERSE' AND 'MISS USA' PAGEANTS FOR THREE ADDITIONAL YEARS

NEW YORK, NY and UNIVERSAL CITY, CA. - March 8, 2010 - NBC has renewed its exclusive agreement with Donald Trump and the Miss Universe Organization to broadcast the "Miss Universe" and "Miss USA" pageants on the network for three additional years effective in 2011. Telemundo is also on board to continue its hugely successful Spanish language simulcast of "Miss Universe" as well as its top-rated pageant lead-in special, "Camino a la Corona."

The announcement was made today by Donald Trump, Miss Universe Organization president Paula Shugart and Jeff Gaspin, Chairman, NBC Universal Television Entertainment.

"There's been renewed interest in this series of beauty pageants, especially among a new generation of younger viewers," said Paul Telegdy, Executive Vice President, Alternative Programming and Production, NBC Entertainment and Universal Media Studios. "NBC is proud to maintain this unique American cultural tradition as a viable series of competitive programming specials that continue to be a popular source of entertainment."

"I am honored to continue this partnership with NBC," said Trump. "The Miss Universe Organization continues to outshine its competitors by showcasing the most beautiful women in some of the most exotic locations around the world on the best television networks. Last year 'The 2009 Miss Universe Pageant' alone was seen in over 195 countries worldwide and 'The 2009 Miss USA Pageant' was viewed in 100. There are very few live worldwide broadcasts that come close to competing with Miss USA and Miss Universe."

"NBC continues to be a wonderful broadcast partner," said Miss Universe Organization president, Paula M. Shugart. "Together over the past eight years we have proven these pageants continue to be relevant in the worldwide marketplace. Telemundo's Spanish language simulcast and pre-show have added to the glamour and glitz of one of the most well known, sought after organizations in the world, the Miss Universe Organization."

"The 2010 Miss USA Pageant" is set to air live on NBC on Sunday, May 16 (7-9 p.m. ET) from the Planet Hollywood Resort & Casino in Las Vegas.

"Las Vegas has proven to be the perfect location for our worldwide broadcast," Shugart added. "We look forward to continuing our relationship with Planet Hollywood Resort & Casino and the Las Vegas Convention and Visitors Authority by making Las Vegas our home for the years to come."

The "Miss Universe," "Miss USA" and "Miss Teen USA" pageants are a Donald Trump and NBC Universal joint venture. Utilizing its nationwide grass roots infrastructure, the Miss Universe Organization is committed to increasing HIV/AIDS awareness and increasing awareness of breast and ovarian cancers. By forging relationships with organizations committed to research and education such as the Latino Commission on AIDS, Susan G. Komen for the Cure and Gilda's Club, the women who champion these causes during their reign personify the combination of beauty and intelligence that defines the 21st Century. For more information, visit: www.missuniverse.com.

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MISS UNIVERSE L.P., LLLP

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