

**CURTIS STONE AND NATALIE MORALES TO HOST
THE '2010 MISS USA® PAGEANT' SUNDAY, MAY 16 ON NBC**

*Country Superstar Trace Adkins and Pop Rock Sensation Boys Like Girls Will Debut
Their Latest Singles During Live Telecast*

Comedic Mother-Daughter Duo Joan and Melissa Rivers to Provide Backstage Color Commentary

New York -- April 28, 2010 -- **NBC, Donald J. Trump** and **Paula M. Shugart**, President of the Miss Universe Organization (MUO), announced today that **Curtis Stone**, internationally-renowned chef and current "Celebrity Apprentice" contestant will host NBC's "2010 Miss USA® Pageant." "Today" show correspondent **Natalie Morales**, will co-host the 59th-annual competition which will be broadcast live from **Planet Hollywood Resort & Casino in Las Vegas** on Sunday, May 16 (7-9 p.m. ET). The telecast will feature performances by multi-platinum country music superstar **Trace Adkins** and pop rock band **Boys Like Girls** (BLG), as well as color commentary by **Joan and Melissa Rivers**.

"We have 51 of the most beautiful women in the country competing in one of the best live shows on television," said Trump. "I know Curtis and Natalie will do a great job hosting and with Joan and Melissa backstage, anything can happen! It's going to be a fantastic show!"

In addition to competing on the current season of Trump's "The Celebrity Apprentice" on NBC, Stone is a master chef, best-selling author, television host and entrepreneur with his own line of kitchen utensils, accessories and glassware.

Morales joined the cast of the "Today" show in February 2006. She has also served as an anchor and correspondent for MSNBC. Hispanic magazine named Morales one of the "Top Hispanics to Watch" in 2005 and one of the "Top Trendsetters" in 2003.

Adkins, a member of the Grand Ole Opry with 27 charted singles and 14 Top Ten hits, will debut his latest single, "This Ain't No Love Song," during the evening gown portion of the competition. In addition, BLG will perform their new song, "Heart Heart Heartbreak" for the first time during the swimsuit competition.

The comedic mother-daughter duo of Joan and Melissa Rivers will be backstage giving viewers a sneak-peek at the chaos behind-the-scenes.

Throughout the competition, each contestant, representing the 50 states and the District of Columbia, will compete in three categories: swimsuit, evening gown and interview.

Miss USA 2009, Kristen Dalton, will crown her successor at the conclusion of the two-hour live telecast. During her reign, Dalton has traveled across the country as an advocate for breast and ovarian cancer education and awareness. Miss USA 2010 will continue this work throughout her reign.

Viewers can see images of all the contestants and vote for the 2010 Miss Photogenic USA® at www.nbc.com. The award is given to the contestant who best exemplifies beauty through the lens of a camera. The winner of the online vote will be revealed during the live telecast.

Tickets to the Miss USA Preliminary and Finals competitions at Planet Hollywood Resort & Casino in Las Vegas are available through Ticketmaster at www.ticketmaster.com and at (800) 745-3000.

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MISS UNIVERSE L.P., LLLP

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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 awareness of breast and ovarian cancers. By forging relationships with organizations committed to research and education, such as Susan G. Komen for the Cure and Gilda's Club, Miss USA is armed to educate women today. For more information, visit: www.missusa.com.

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