

**ROCKER BRET MICHAELS AND NATALIE MORALES (NBC'S 'TODAY') TO HOST THE
'2010 MISS UNIVERSE® PAGEANT' ON NBC MONDAY, AUGUST 23**

John Legend & The Roots to Perform During Live Telecast

New York, NY – August 3, 2010 – **Paula M. Shugart**, President of the Miss Universe Organization and **Donald J. Trump**, Owner of the Miss Universe Organization, announced today that superstar musician **Bret Michaels** and NBC's "Today" show co-host and correspondent **Natalie Morales** will host the "2010 Miss Universe Pageant" live from **Mandalay Bay Resort & Casino** in **Las Vegas** on **August 23 (9-11 p.m. ET)** on **NBC**. **John Legend & The Roots** will perform live during the competition.

International superstar **Bret Michaels** is an award-winning, multi platinum singer with over 70 million albums sold worldwide. Michaels is also a songwriter, producer, director and actor who was recently named season three winner of NBC's "The Celebrity Apprentice." Michaels first gained fame in the 1980s, and has produced chart-topping albums and singles ever since. Michaels' new album, "Custom Built," which is currently the # 1 independent and hard rock album, is in stores now.

Natalie Morales joined the cast of the "Today" show in February 2006 as co-host and correspondent and she recently hosted the "2010 Miss USA Pageant." Hispanic magazine named Morales one of the "Top Hispanics to Watch" in 2005 and one of the "Top Trendsetters" in 2003.

New musical collaboration **John Legend & The Roots** ("Late Night with Jimmy Fallon") will set the tone for the evening gown portion of the telecast. Legend is the recipient of six Grammy Awards and The Roots are renowned for their soulful, eclectic approach to hip-hop, which includes live instrumentals. John Legend & The Roots will release their forthcoming album, "WAKEUP!" September 21.

"It doesn't get hotter than being in Las Vegas during the month of August," said Trump. "Add more than 80 of the world's most beautiful women converging to compete for the crown of Miss Universe along with Bret Michaels, Natalie Morales and John Legend & The Roots...Las Vegas is going to be scorching hot!"

The two-hour television event, comprised of contestants representing over 80 countries around the world, will compete in three categories: swimsuit, evening gown and interview. Worldwide distribution of the competition has topped over 190 countries and territories in past years.

Miss Universe 2009, **Stefania Fernandez**, will crown her successor at the conclusion of the live broadcast. During her reign, Fernandez has traveled the globe as an advocate for HIV/AIDS education and awareness. Miss Universe 2010 will continue this work throughout her reign.

Viewers can see images of all the contestants and vote for the 2010 **Miss Photogenic Universe™** 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 Universe Preliminary and Finals competitions at Mandalay Bay Resort & Casino in Las Vegas are available through **Ticketmaster** at www.ticketmaster.com and at (800) 745-3000.

The Presenting Sponsor of the 2010 Miss Universe pageant, **Farouk Systems**, Makers of CHI will be featured during the telecast with various hair care tips. Official sponsors of the Miss Universe Organization include: **Diamond Nexus Labs**, Official Jewelry; **Dar Be Dar by Tala Raassi**, Official Swimwear; **Nina Footwear**; **Kryolan**, Official Cosmetics, **Sherri Hill**, Official Fashions and the **New York Film Academy**. The Miss Universe Organization is proud to be working with the **Las Vegas Convention and Visitors Authority**. **Mandalay Bay Resort & Casino** is the Official Host Hotel of the 2010 Miss Universe® competition.

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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 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, The Global Network for Neglected Tropical Diseases and Gay Men's Health Crisis. For more information, visit: www.missuniverse.com.

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ABOUT FAROUK SYSTEMS

Farouk Systems, Inc. is a Houston based company that manufactures the world-renowned brands CHI and BioSilk. The company's mission statement is Education, Environment and Ethics. With over 2,500 employees, the company sells its products in over 100 countries. The inception of the company was due to a major breakthrough, and it eventually created a revolution in the beauty industry. Farouk Systems went from inventing ammonia-free color, incorporating silk into hair care products, pioneering CHI thermal tool technology, and hiring a former NASA Senior Scientist.



ABOUT THE LVCVA

The Las Vegas Convention and Visitors Authority (LVCVA) is charged with marketing Southern Nevada as a tourism and convention destination worldwide, and also with operating the Las Vegas Convention Center and Cashman Center. With approximately 148,000 hotel rooms in Las Vegas alone and more than 10 million-square-feet of meeting and exhibit space citywide, the LVCVA's mission centers on attracting ever-increasing numbers of leisure and business visitors to the area. For more information, go to www.VisitLasVegas.com.



ABOUT MANDALAY BAY RESORT & CASINO

MGM Resorts International (NYSE: MGM) is one of the world's leading global hospitality companies, operating a peerless portfolio of destination resort brands, including Bellagio, MGM Grand, Mandalay Bay and The Mirage. The Company has significant holdings in gaming, hospitality and entertainment, owns and operates 15 properties located in Nevada, Mississippi and Michigan, and has 50% investments in four other properties in Nevada, Illinois and Macau. One of those investments is CityCenter, an unprecedented urban resort destination on the Las Vegas Strip featuring its centerpiece ARIA Resort & Casino. Through its hospitality management subsidiary, the Company holds a growing number of development and management agreements for casino and non-casino resort projects around the world. MGM Resorts International supports responsible gaming and has implemented the American Gaming Association's Code of Conduct for Responsible Gaming at its gaming properties. The Company has been honored with numerous awards and recognitions for its industry-leading Diversity Initiative, its community philanthropy programs and the Company's commitment to sustainable development and operations. For more information about MGM Resorts International, visit the Company's Web site at www.mgmresorts.com.

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