

FOR IMMEDIATE RELEASE

**THE MISS UNIVERSE ORGANIZATION TAPS
DICK CLARK PRODUCTIONS FOR
THE 60th ANNUAL MISS USA® PAGEANT**

Barry Adelman will executive produce the LIVE Telecast on Sunday, June 19

New York, NY – June XX, 2011 – The Miss Universe Organization announces it has hired dick clark productions (dcp) to executive produce the 60th Anniversary of the 2011 MISS USA® Pageant, which will air LIVE Sunday, June 19 on NBC from the Planet Hollywood Resort & Casino in Las Vegas at 9p.m. ET. Barry Adelman from dcp will serve as executive producer of the event.

“Fans of the Miss USA Pageant are going to see a brand new way of experiencing the pageant like never before,” said Paula Shugart, president of the Miss Universe Organization. “With it being our 60th Anniversary, it’s the right time to adjust our format to better engage with our fans and create an emotional connection with our contestants. There is no one out there doing a better job implementing new technologies for TV than dcp and Barry Adelman.”

Viewers can expect to see the pageant incorporate elements that are popular in reality series programming, such as the reality-style elimination and tension music to add suspense. For the first time, fans have been able to vote their favorite contestant into the semifinals of the 2011 MISS USA® Competition. Fans can vote online at www.missusa.com or www.NBC.com. Online voting is taking place now through June 18 (9 p.m. ET).

In addition to the 2011 MISS USA® Pageant, dcp and Adelman will executive produce the 2011 MISS UNIVERSE® Competition scheduled to air LIVE from Sao Paulo, Brazil on Monday, September 12 on NBC. The new 2011 Miss USA will travel to compete at the Miss Universe Pageant for a shot at the crown.

As EVP of Television for dick clark productions, Adelman has earned eight Emmy nominations for producing and writing. Adelman's credits include the Fox hit “So You Think You Can Dance;” “Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest;” “Golden Globe Awards;” “American Music Awards;” “Academy of Country Music Awards;” “An Evening At The Academy Awards – Pre-show & Post-show;” “Bloopers Specials;” among others

The MISS USA® Pageant is no stranger to dcp’s founder, Dick Clark, who hosted the Miss USA Pageant from 1988 – 1993.

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About Miss USA

The Miss Universe Organization, a Donald J. Trump and NBC Universal joint venture, is a global community empowering role models of beauty, health and leadership for young women of today. As part of the Miss Universe Organization, Miss USA is dedicated to partnering with charities around the world, and to increasing awareness of breast and ovarian cancers. For more information, visit:

www.missusa.com.

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MISS UNIVERSE L.P., LLLP

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About dick clark productions, inc.

Founded in 1957, dick clark productions, inc. (dcp) is a leading independent producer of television programming. dcp produces perennial hits such as the "American Music Awards," "Golden Globe Awards," "Academy of Country Music Awards" and "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest." dcp also produces popular weekly television programming, including SO YOU THINK YOU CAN DANCE, and owns and maintains one of the world's most unique and extensive entertainment libraries, which includes more than 30 years of "American Bandstand" footage. For more information, please visit www.dickclarkproductions.com.

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