

“THE 2011 MISS USA® PAGEANT” RETURNS TO PLANET HOLLYWOOD
RESORT & CASINO IN LAS VEGAS TO CELEBRATE ITS 60TH ANNIVERSARY
LIVE ON NBC SUNDAY, JUNE 19TH (9-11 PM ET)

The MISS USA® Pageant will celebrate its 60th anniversary at Planet Hollywood Resort & Casino in Las Vegas with a LIVE broadcast on Sunday, June 19 (9-11 p.m. ET)

NEW YORK, NY – February 14, 2011 – NBC, Donald J. Trump and Paula M. Shugart, president of Miss Universe Organization, announced today that the 2011 MISS USA® Pageant will air on NBC Sunday, June 19 (9-11 p.m. ET) from the Planet Hollywood Resort & Casino in Las Vegas at the Theatre for Performing Arts.

“We’re very excited to announce that ‘The 2011 MISS USA® pageant’ will return to Las Vegas. We’ll have 51 of the most beautiful women in the world competing in one of the best live shows on television,” said Trump, who will again serve as executive producer of “The 2011 MISS USA® Pageant.”

“We have had an amazing partnership with Planet Hollywood, Caesars Entertainment and the Las Vegas Convention and Visitors Authority,” said Shugart. “Given our history with Las Vegas, I can think of no better place for us to celebrate our 60th anniversary. It’s going to be a great party.”

“This marks the fourth year the MISS USA® pageant and Planet Hollywood Resort & Casino have partnered to host this spectacular event,” said David Hoenemeyer, general manager of Planet Hollywood Resort. “The MISS USA® pageant exemplifies what Planet Hollywood is best known for, being the most exciting resort on the Las Vegas Strip for star-studded events and entertainment.” The Planet Hollywood Resort & Casino Las Vegas is the official host hotel of “The 2011 MISS USA® pageant.”

In 2010, Rima Fakhri of Michigan made history and broke several barriers as the first immigrant, Arab American and Muslim to be crowned Miss USA. Since being crowned, Rima has been traveling the world as an advocate for breast and ovarian cancer awareness, education, research and legislation.

“The 2011 MISS USA® Pageant” will feature contestants from all 50 states and the District of Columbia. Contestants will be judged in three categories: swimsuit, evening gown and interview. The show will conclude with one contestant ultimately being crowned Miss USA 2011.

The MISS USA® pageant is 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, Gilda’s Club and the Same Sky Trade Initiative. For more information, visit: www.missusa.com.