

THE BAHAMAS TO HOST THE 2009 MISS UNIVERSE® PAGEANT AUGUST 30th LIVE ON NBC

NEW YORK, NY – March 4, 2009 -- Donald J. Trump, NBC Universal and Paula M. Shugart, President, Miss Universe Organization, announced today that the 58th Annual MISS UNIVERSE® Competition will air live from Paradise Island, Bahamas. The glamorous live event, featuring some of the world's most beautiful women, will take place at Atlantis, Paradise Island resort and air live on NBC and Telemundo on Sunday, August 30th this summer.

"Paradise. There is no better name for the beauty of the Bahamas and this island," said Paula M. Shugart. "The worldwide telecast will highlight the warmth, beauty and hospitality of the Islands of the Bahamas as well as the world renowned Atlantis resort. We have had a wonderful working relationship with the Bahamas and Atlantis for many years and I'm very excited this global event will take that partnership to a whole new level."

"The people of The Bahamas are very proud and excited at the opportunity to host some of the most beautiful people in the universe in some of the most beautiful islands in the universe," said The Bahamas' Minister of Tourism & Aviation, Senator Hon. Vincent Vanderpool-Wallace. "This feels like the perfect match. We look forward to showcasing the hospitality of our people, the clarity of our waters, the vibrancy of our music, dance, food and spirit."

"'Discovery' and 'wonder' describe what we can expect in summer. We look forward to exposing the contestants, and the world, to our amazing Bahamas Islands," said George Markantonis, President of Kerzner International Bahamas Ltd. "An event showcasing the most beautiful part of the globe to the rest of the planet. Atlantis resort, along with all of Nassau's exemplary hotels, is proud to be a part of this great event. We can't wait!"

Venezuelan native Dayana Mendoza, Miss Universe 2008, will crown her successor at the conclusion of the telecast. During her reign, she has traveled all over the world as an advocate for HIV/AIDS education, research, and legislation. The newly crowned Miss Universe will go on to do the same.

Each contestant from more than 80 countries around the world will be judged in three categories: swimsuit, evening gown and interview as they vie for the coveted title of Miss Universe 2009. In recent years, worldwide distribution of the popular competition has topped more than 170 countries.

Donald J. Trump and Phil Gurin will again serve as Executive Producers for MISS UNIVERSE® 2009.

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 and Gay Men's Health Crisis, Miss Universe is armed to impact women today. For more information, visit: www.missuniverse.com.



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ABOUT ATLANTIS, PARADISE ISLAND RESORT, THE BAHAMAS

Atlantis, Paradise Island is the flagship resort of Kerzner International, a leading international developer and operator of destination resorts, casinos and luxury hotels. This unique, ocean-themed destination is located on Paradise Island, The Bahamas, and features a variety of accommodations, all built around a 140-acre waterscape comprised of over 20 million gallons of fresh and saltwater lagoons, pools and habitats. Home to the largest open-air marine habitat in the world, there are over 50,000 marine animals in lagoons and displays, including The Dig, a maze of underwater corridors and passageways providing a journey through ancient Atlantis. Atlantis is home to Aquaventure, a non-stop water experience consisting of thrilling water slides, a mile-long river ride with high intensity rapids and wave surges, and never-before-seen special effects. Dolphin Cay, the resort's interaction and education center, was created with the goal of enlightening visitors about the wonders of these remarkable ocean inhabitants. The Cove Atlantis, a 600-room resort, features oversized rooms with a step down living space, spectacular designs by acclaimed interior architects Jeffrey Beers and David Rockwell, unprecedented services and amenities, private all-adult and family pools, lavish cabanas and breathtaking views of the ocean. Atlantis is also known as THE culinary destination in The Caribbean with a collection of restaurants from world-renowned chefs including Nobu Matsuhisa, Jean-Georges Vongerichten and Bobby Flay. The resort boasts an impressive collection of luxury boutiques and shops, and the largest conference center and meeting and convention facilities in The Caribbean. For further information about Atlantis, Paradise Island; telephone 954-809-2000, or visit Atlantis.com. For reservations, call your travel agent or 800-ATLANTIS.

ABOUT THE ISLANDS OF THE BAHAMAS:

The moment your toes touch sand and your gaze meets water, you know you're in The Islands of the Bahamas. It's the comfortable ease, the instant sense of belonging. It's finding that your departure from everyday life is also your arrival at an extraordinary place within yourself. Welcome.



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