



***** MEDIA ALERT *****

*"MISS CALIFORNIA USA[®] IS COMING TO TELEVISION ON NOVEMBER 22nd.
TRUST ME. ANYTHING CAN HAPPEN!" - DONALD TRUMP*

MISS CALIFORNIA USA[®] GETS MAKEOVER

Stylish wardrobes and backdrop, more contestants and a double crowning make this not your mother's beauty pageant.

Los Angeles, Oct. 15, 2009—The MISS CALIFORNIA USA pageant is putting on a brand new face for 2010 with a more stylized production befitting its trend-setting locale.

Airing live from The Show at Agua Caliente Casino•Resort•Spa in Rancho Mirage on Sunday, Nov. 22, the pageant promises to represent a more chic and up-to-the-moment event than in years past in music, program and clothing. It will also increase the number of contestants to 150.

"We're taking a new look at a traditional idea and energizing it for 2010," says Keith Lewis, executive director of MISS CALIFORNIA USA. "We're bringing it into a new decade."

Gone are sashes and swimsuit uniforms; in are individualized styles that flow and compliment the shapes of the women for a more natural, seamless walk. The Top 10 in the finale of the pageant will don creations by world-renowned fashion designer Tony Bowls.

Adding to the excitement is an announcement that the pageant will be crowning two winners instead of one. Pageant officials did not confirm if it was a proactive response to the controversy of the last year, but instead asked viewers to tune in live to see for themselves. As Donald Trump, owner of the MISS USA pageant, said, "Anything can happen!"

The winner of the MISS CALIFORNIA USA pageant will go on to compete in the MISS USA Pageant, the precursor to Miss Universe.

“This year’s event will be bigger and reflect the progressive attitudes of the contestants as well as our forward-looking state,” says Lewis. “It will change the essence of MISS CALIFORNIA USA from a bathing-suit beauty contest to the style of a runway show during fashion week.”

The pageant will air live November 22nd from 3 p.m. to 5 p.m. on select CW and MY Television Stations. Check local listings for broadcast information.

About MISS CALIFORNIA USA[®] and MISS CALIFORNIA TEEN USA[®]

There really is no better opportunity for today’s ambitious young women. The MISS CALIFORNIA USA[®] and MISS CALIFORNIA TEEN USA[®] Pageants bring beautiful young women from throughout the state to compete for this title and the chance to be crowned MISS USA[®] and MISS TEEN USA[®]. Stepping up the excitement for 2010, the pageant will increase the number of contestants, feature top designer clothes and incorporate more up-to-date music and programming.

The MISS UNIVERSE[®], MISS USA[®] and MISS TEEN USA[®] Pageants are a Donald J. Trump and NBC Universal joint venture. If you are interested in information on the upcoming 2010 MISS CALIFORNIA USA[®] and MISS CALIFORNIA TEEN USA[®] events, you can call the state offices at K2 Productions at (310) 275-4339 or you may log onto www.MissCaliforniaUSA.com.

About Agua Caliente Casino • Resort • Spa

Agua Caliente Casino • Resort • Spa, a four-diamond resort in Rancho Mirage, and a Spa Resort Casino in downtown Palm Springs offer the hottest slots, a variety of table games, live poker and high-limit gaming, plus fine dining, shopping, relaxing spas and luxurious hotel rooms, all in a gorgeous resort setting. Agua Caliente Casino • Resort • Spa is also home to The Show, the premier concert theatre in Southern California featuring headliners like Matchbox Twenty, Tony Bennett, Jay Leno and more. Both resorts are owned and operated by the Agua Caliente Band of Cahuilla Indians, which also owns the world-famous Indian Canyons and Tahquitz Canyon hiking trails, Indian Canyons Golf Resort and the Agua Caliente Cultural Museum. For more information, call (888) 999-1995.

###

MEDIA CONTACT: Heather Witbeck, [aLine media](http://aLine.media)

heather@alinedia.com 213.624.0204