



MISS WISCONSIN ARRIVES IN LAS VEGAS

Oshkosh, Wis., JANUARY 22, 2010 — Miss Wisconsin 2009 Kristina Smaby arrived in Las Vegas and began her participation in the exciting events and activities leading up to the 2010 Miss America Pageant, broadcast live from Planet Hollywood Resort & Casino on TLC, January 30 at 8 p.m. ET/PT tape delayed.

To celebrate the 89th year of the Miss America pageant tradition, Miss **Wisconsin** will be participating in the following exciting events:

Thursday, January 21, 2010 – Planet Hollywood Arrival Ceremony
The debut of all 53 contestants to the public.

Saturday, January 23, 2010 – Fashion Show and Autograph Signing
This event is open to the public. Witness the 53 Miss America Contestants walk the 50-foot runway at the Fashion Show Mall, followed by an autograph signing.
Time: 5 p.m.

Tuesday, January 26, 2010 – First night of Preliminary Competition for the Miss America 2010 Pageant
Time: 8 p.m.
Location: Theatre for the Performing Arts, Planet Hollywood Resort & Casino

Wednesday, January 27, 2010 – Second night of Preliminary Competition for the Miss America 2010 Pageant
Time: 8 p.m.
Location: Theatre for the Performing Arts, Planet Hollywood Resort & Casino

Thursday, January 28, 2010 – Final night of Preliminary Competition for the Miss America 2010 Pageant
Time: 8 p.m.
Location: Theatre for the Performing Arts, Planet Hollywood Resort & Casino

Friday, January 29, 2010 – An Evening of Dreams: Red, White and Beautiful!
This very special evening is presented by the Miss America Organization and includes dinner and entertainment featuring Miss America 2009 Katie Stam and special performances by some of our Miss Americas. Following our entertainment program, guests are invited to a dance party along with our 53 contestants!
Time: 5:45 p.m., VIP start time; General Doors open at 6:30 p.m.
Location: Celebrity Ballroom, Planet Hollywood Resort & Casino
For reservations or information, email EOD@missamerica.org.

Friday, January 29, 2010 – “Miss America: Behind the Curtain” on TLC
Miss (State) will also be featured on TLC’s one-hour televised Miss America special at 10 p.m. ET/PT, hosted by Clinton Kelly. “Miss America: Behind the Curtain” captures the excitement of all 53 Miss America contestants as they prepare for the 2010 Miss America Pageant. This year, the stakes grow higher as America will have the chance to vote contestants directly into the pageant’s Top 15. Following the Friday

night special, America will be asked to go online to vote for their favorite contestants from a field of 10-12 – all chosen by the 53 contestants themselves instead of a team of outside consultants.

Saturday, January 30, 2010 – 2010 Miss America Pageant Finale on TLC

Time: 5:00 p.m.

Location: Theatre for the Performing Arts, Planet Hollywood Resort & Casino

For tickets, visit: www.ticketmaster.com.

Photo caption: Kristina Smaby, Miss Wisconsin 2009

About Miss America

The Miss America Pageant - and the scholarship program itself - is among the most enduring endeavors in modern American history. From its humble beginnings as a "bathing beauty" contest in the 1920s, the Miss America Organization today is one of the nation's leading achievement programs and the world's largest provider of scholarship assistance for young women. Last year, the Miss America Organization and its state and local organizations made available more than \$45 million in cash and scholarship assistance, helping young women all across the country to reach their dreams and goals. For more information, go to www.missamerica.org.

About TLC

TLC's innovative docu-series and reality-based programming include favorites *Jon & Kate Plus 8*, *Little People, Big World*, *What Not to Wear*, *18 Kids and Counting*, *Say Yes to the Dress*, and *LA Ink*. TLC added to its menu of programming with *Cake Boss* and *Ultimate Cake Off*, and continues to expand into the food genre. TLC's daytime lineup includes the Emmy Award-winning *A Baby Story*. The channel is available in more than 98 million homes in the US, nearly 8 million homes in Canada and through the website at www.tlc.com. TLC is part of Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries.

About The Miss Wisconsin Pageant

Founded in 1924, the Miss Wisconsin Pageant program is a preliminary for The Miss America Organization, one of the nation's leading achievement programs and the world's largest provider of scholarship assistance for young women. Last year, the Miss America Organization and its state and local organizations made available more than \$45 million in cash and scholarship assistance. Almost all contestants have either received, or are in the process of earning either college or postgraduate degrees, and utilize Miss America scholarship grants to further their educations. Visit www.misswisconsin.com for more information.

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