



The 2010 Miss America Pageant on TLC Wins Cable's Saturday Night TV Ratings Race

Linwood, NJ - Discovery Communications-owned TLC and the Miss America Organization announced today that the Saturday night, Jan. 30 live telecast of the 2010 Miss America pageant drew 4.5 million viewers*, the highest delivery of any Miss America telecast on ad supported cable ever.

Sam Haskell, III, Chairman of the Board for the Miss America Organization, said "After partnering with TLC, as well as Tony Eaton, Lauren Harris and our friends at Tall Pony Productions, for the last three years we have been able to build our Miss America audience and reach new and younger demographics. We are thrilled with the results, as we have been able to successfully re-brand our Miss America image and continue expanding the reach of our program."

TLC and the 2010 Miss America Pageant was the most-watched show on cable for the night among all key demographics.

Art McMaster, President and CEO of The Miss America Organization, stated "We are truly excited with the outcome of our 2010 Pageant telecast. This proves that viewers across America are tuning in to witness the tradition of our Pageant, and it's new and contemporary twists."

This year, Miss America 2010 Caressa Cameron will serve as the Goodwill Ambassador for the Children's Miracle Network and will work on her personal platform of "Real Talk: Aids in America", across the country.

About Miss America

The Miss America Organization 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 affiliates made available more than \$45 million in scholarship assistance. For more information, visit www.missamerica.org.

*According to Nielsen Media Research data