

MISS UNIVERSE ORGANIZATION

FORMER MISS USA ALYSSA CAMPANELLA STARS IN SUPER BOWL COMMERCIAL



NEW YORK, NY, February 1, 2013 - Former Miss USA 2011 Alyssa Campanella stars as a futuristic robot in the upcoming Super Bowl ad by automaker Kia Motors. Titled "Hotbots," the commercial is scheduled to air during the third quarter of Super Bowl XLVII on Sunday, February 3. The commercial is for the new 2014 Kia Forte and shows a fierce Campanella playing a futuristic robot that teaches an auto enthusiast a very important lesson. See the commercial now at <http://www.youtube.com/kia>. Go Alyssa!

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About MISS USA

The Miss Universe Organization, a Donald J. Trump and NBCUniversal joint venture, is a global community empowering role models of beauty, health and leadership for young women of today. As part of the Miss Universe Organization, Miss USA is dedicated to partnering with charities around the world, and to increasing awareness of breast and ovarian cancers. For more information, visit: www.missusa.com.

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