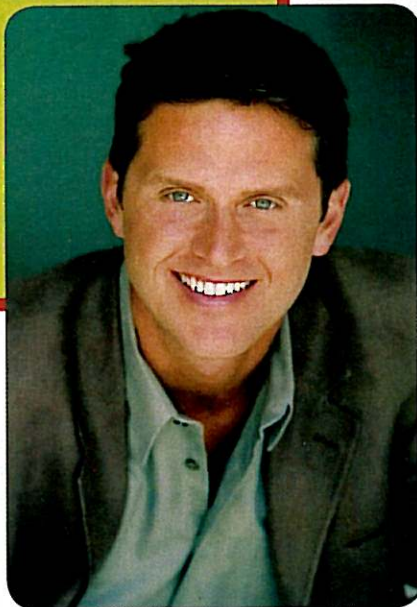


CT EXCLUSIVE

Kelly Perdew: YOU'RE HIRED!

By: Erica Pearlman



Kelly Perdew, the winner of season two's "Apprentice," is no chicken. He's more like a tiger, especially in the boardroom. After beating out more than one million hopefuls to get on the show and outsmarting 17 contestants, it's no surprise why Kelly was not only chosen to work as Donald Trump's 2005 apprentice, but why he is now continuing to work alongside "The Donald" on a business venture called "Trump Direct Media," the only national celebrity-endorsed direct marketing channel.

For Perdew, that's just the beginning. Besides keeping a record scorecard as the project manager with the most wins of any apprentice contender to date, Kelly just released a novel in January titled "Take Command," a book listing the 10 military leadership skills he put to work for Donald. He is also the host of a new television series, "GI Factory," on the Military Channel. Yet, in the midst of all his projects, he took some time to chat it up with Campus Talk to discuss what he's planning on getting Donald's baby, why he wasn't invited to the Trump wedding, what his most annoying pet peeves are, and what he's done since hearing Donald utter those famous two words: "You're Hired!"

CT: What was it like working as an apprentice to "The Donald?"

Perdew: It was the most amazing learning experience of my life. I was able to learn even more about real estate and

marketing. I was extremely grateful for the opportunity. Mr. Trump is a genius.

CT: A little off the subject here; what baby gift are you going to give Donald and Melania?

Perdew: Wow. That's the first time I've ever been asked that. Thanks for reminding me.

CT: Is that your answer?

Perdew: That is my answer. Thanks for reminding me. I'll have to think of something good.

CT: Now, I know you're actually working with him on another business project called "Trump Direct Media." Could you explain a little bit about what this project entails?

Perdew: You know when you get those value pack coupons in the mail? Well that's sort of the idea here, but this will be super "high end" brands. We're basically raising a venture capital fund. I approached Mr. Trump with the idea of a high-end value pack featuring exclusive brands. It will be successful because it will provide a direct marketing channel for premium brands that he (Mr. Trump) endorses.

CT: Obviously Kelly, you are full of inspiring ideas, so I'm assuming you'll have some thoughts for me on my next question. What do you think of the way Randall, last season's winner, handled himself on the finale (when he told Mr. Trump not to offer Rebecca, the first runner up, a job)? What did you think of his decision?

Perdew: You know, it really surprised me. Based on the way they interacted and the respect they showed for one

another, it was surprising to me that he handled himself the way he did. He seemed to be very into teamwork and working together.

CT: How would you have handled the situation?

Perdew: Well it was different for me, because we (Jennifer M. and I) didn't hold each other in such high regard. If Mr. Trump posed the question to me, I would have said: "Thank you for choosing me as your apprentice, Mr. Trump...I would love to have her work on my team."

CT: Well said. Were you invited to Donald's wedding last year?

Perdew: No, I wasn't. Mr. Trump didn't invite any of his apprentices. It was just one of those things. I mean, I guess he already had a very long guest list and had to cut it somewhere.

CT: Do you have any pet peeves?

Perdew: When someone is not on time. When they're tardy.

CT: On a better note, what was the most defining moment of your life?

Perdew: I really enjoy working with charities. I'm actually a spokesperson for Big Brothers Big Sisters. We help high school dropouts during a five-month camp get their GED. The success rate is just fantastic.

To learn more about Kelly visit www.kellyperdew.com, and don't forget to purchase his book "Take Command: 10 Leadership Skills I Learned in the Military and Put to Work for Donald Trump." 