

## **"The Apprentice" Season Two Winner Kelly Perdeu Signs on With U.S. Department of Defense to Promote "Today's Military" in Television Ads**

LOS ANGELES -- Kelly Perdeu, the winner of "The Apprentice" season two and Owner's Representative and Executive Vice President of "Trump Ice," announced today he is participating in an advertising and marketing campaign with the United States Department of Defense to promote "Today's Military."

The first television spot to feature Kelly, a graduate of the United States Military Academy at West Point and former U.S. military intelligence officer, aired during the "Apprentice" finale on May 19<sup>th</sup> and will continue to air in selected markets in the following week. Additionally, Kelly will be featured in a web-based banner campaign and will conduct personal appearances in support of Today's Military. The focus of the advertisement, which is sponsored by the D.o.D's Joint Advertising and Marketing Research & Studies (JAMRS) program, is designed to promote the concept that skills learned in the Armed Forces are easily transferred into the business world.

"I have always been proud of my military heritage and have spoken at length about my experience in the Army and about how it helped me win 'The Apprentice'," said Perdeu. "It's all about keeping cool while under fire...or I should say in case 'You're Fired' in this instance."

Kelly Perdeu served as a military intelligence officer in the U.S. Army and successfully completed both Airborne and Ranger training. He holds a BS degree from the United States Military Academy, West Point.

JAMRS is an official Department of Defense program for joint marketing communications and market research & studies. JAMRS public programs help broaden people's understanding of Military Service as a career option, while JAMRS internal government programs help bolster the effectiveness of all the Services' recruiting and retention efforts. For more on JAMRS programs, visit [www.jamrs.org](http://www.jamrs.org).

Kelly Perdeu is best known as the winner of NBC's *The Apprentice II*, Donald Trump's popular reality television show. Since winning and becoming "The Apprentice," Kelly has been named Executive Vice President of Trump Ice and additionally Kelly has been assigned several projects for the Trump Organization, including 40 Wall Street and Trump Tower Tampa. Prior to winning "The Apprentice" Kelly held multiple Chairman and CEO positions, however recently Kelly has moved into advisory and Board of Director positions with his other business ventures, Motorpride.com and CoreObjects Software.

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