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OPERATION SMILE SOUTH FLORIDA OFFICE TO CELEBRATE GRAND OPENING

Vanessa and Donald Trump Jr. will host celebratory cocktail reception

Miami, FL (February 20, 2008) – On March 13, Operation Smile, a worldwide children’s medical charity whose network of global volunteers are dedicated to helping improve the health and lives of children and young adults, will celebrate the grand opening of their South Florida office during a cocktail reception held at Joley at The Astor Hotel in Miami Beach at 8:00 p.m.

The reception will be hosted by Vanessa and Donald Trump Jr. who serve as *Smile Ambassadors* for Operation Smile and is expected to attract around 300 attendees including South Florida’s most prominent philanthropists, business leaders, cultural contributors and Operation Smile volunteers, as well as Satcha Pretto, co-host of the highly-rated Univision daily newsmagazine Primer Impacto- Fin de Semana (First Impact - Weekend Edition).

“We are extremely excited to open an office in South Florida because it is a diverse area with people from nations we currently serve around the world. It is a community that has proven to be generous, open and willing to support humanitarian causes,” said Alexa Jacobs, Operation Smile Regional Development Manager, Florida.

Operation Smile was founded in 1982 by Dr. Bill Magee, a plastic surgeon, and his wife Kathy, a nurse and clinical social worker. The organization currently has 26 partner countries where local, as well as international medical and non-medical volunteers provide free medical treatment to children born with cleft lips, cleft palates and other facial deformities. Operation Smile volunteers have treated more than 115,000 children born with cleft lips, cleft palates and other facial deformities.

The Miami office will serve to recruit South Florida volunteers and physicians to support the organization’s programs around the globe. In addition, the office will serve to build relationships with potential donors and raise awareness of the life-changing work the organization performs on behalf of children and young adults that would otherwise not be able to live a normal life. A Smile Committee supporting the local office is already in place and includes business and community leaders, as well as Belkys Nerey, Emmy award winning journalist and Channel 7 News anchor and Father Alberto Cutie, perhaps one of the most identifiable priests in America, and considered one of the most influential Hispanics in the country due to his involvement in PAX Catholic Communications.

The reception, in partnership with *Ocean Drive* magazine, will be hosted by Vanessa and Donald Trump Jr. who have served as *Smile Ambassadors* since 2007 and advocates and supporters for Operation Smile since 2002. Donald Trump Jr. is Executive Vice

President of Development & Acquisitions for The Trump Organization and a regular on his father's hit television show "The Apprentice." Donald Trump Jr. was a founding member of the Operation Smile Executive Committee in Manhattan and has been actively involved in helping with event strategy and development since its inception. Long-time supporters of children's healthcare issues, Vanessa and Donald Trump Jr. and family were honored with the Wallis Annenberg Public Service Award at the Operation Smile Los Angeles Gala in 2006.

About Operation Smile (www.operationsmile.org)

Founded in 1982, Operation Smile, headquartered in Norfolk, Virginia, is a worldwide children's medical charity whose network of global volunteers are dedicated to helping improve the health and lives of children and young adults. Since its founding, Operation Smile volunteers have treated more than 115,000 children born with cleft lips, cleft palates and other facial deformities. In addition to contributing free medical treatment, Operation Smile trains local medical professionals in its 26 partner countries and leaves behind crucial equipment to lay the groundwork for long-term self-sufficiency.

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