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Dean DeBiase, chairman and CEO of Entertainment Promotions, said fans of Donald Trump's "Celebrity Apprentice" will certainly see some drama Sunday, but they'll also see the show's stars rally around the Troy-based business.

DeBiase told Names & Faces that remaining "Apprentice" competitors, including heated rivals Arsenio Hall and Aubrey O'Day, will work to create a commercial designed to market Entertainment.com's new application that brings savings directly to users' mobile devices.

"I think with tensions so high and battle lines drawn between some very different, remaining personalities -- it became a highly charged atmosphere," DeBiase said. "I think that pressure was good for creativity and helped push the winning team's commercial over the edge."

"Celebrity Apprentice" airs on NBC at 9 p.m. Sundays.