



“Auction At Graceland” During 40th Anniversary Elvis Week Hits High Note With Strong Results From Bidders Worldwide

Auction Brings in Over \$1.6 Million

Rare, Stage Worn, Sleeveless Jumpsuit Brings \$250,000

MEMPHIS, Tenn. – (August 12, 2017) – Collectors from around the world raised their paddles to bid in hopes of going home with a piece of Elvis history at the “Auction at Graceland,” which took place at the new Guest House at Graceland™ Theater during the 40th Anniversary Elvis Week commemoration, with items selling for over \$1.6 million.

The 40th Anniversary attracted a worldwide bidding contingent who participated in the auction of rare and authentic Elvis Presley™ artifacts and memorabilia. With an unprecedented 315 lots available, it was the largest and most comprehensive auction to date at Graceland®.

Fans, music collectors and pop culture enthusiasts from around the world participated on site and online in the auction, with all 315 lots expertly authenticated by the staff of Graceland Authenticated. All of the items in the auction were offered from third-party collectors and none of the items included in the auction came from the treasured Graceland Archives. The mansion and all artifacts in the Graceland Archives continue to be owned by Lisa Marie Presley and are not for sale. Graceland Authenticated sets a new standard for pop culture authentication and appraisal to ensure artifact accuracy and provide evaluations of privately-owned collections.

Among the 315 items sold in the August 12 auction, notable items include:

- Elvis Presley owned and stage-worn sleeveless jumpsuit and jacket
\$250,000

- Elvis Presley owned and worn gold and diamond ram's head necklace
\$138,750
- Elvis Presley owned and worn gold and diamond guitar ring with "EP" initials
\$112,500
- 1973 Elvis Presley stage worn cape with tiger skin pattern on the interior
\$83,750. The cape will be coming home to Graceland to join the jumpsuit and belt.
- Elvis Presley TCB necklace
\$75,000
- Elvis Presley owned and worn red "elephant corduroy" suit
\$62,500
- March 26, 1956, Elvis Presley signed contract solidifying Colonel Parker as his exclusive management
\$35,000
- Historic 1977 Elvis Presley signed legal document giving Vernon Presley power of attorney, one of the last legal documents Elvis signed
\$32,500
- Elvis Presley handwritten and initialed note "When You're Not In Love, You're Not Alive – God Is Love. E.P."
\$27,500
- Scotty Moore's personal 1999 Gibson "ES-295 Scotty Moore" guitar – The first one made, presented to Scotty by Gibson
\$25,000

For a complete list of all items and final sale prices visit

<http://auction.graceland.com/catalog.aspx>.

All of the prices realized include a 25% buyer's premium. The next Elvis Auction at Graceland will take place on January 6, 2018 during the three day Elvis Birthday Celebration January 5-8, 2018 followed by another auction during the 41st Anniversary Elvis Week August 11-18, 2018. To have an artifact considered for inclusion in future Graceland Auctions, please email consignments@graceland.com. For more information about how to submit items for authentication by Graceland Authenticated, please visit www.gracelandauthenticated.com.

About Graceland and Elvis Presley Enterprises, Inc.

Elvis Presley's Graceland, in Memphis, is music's most important and beloved landmark, with hundreds of thousands of fans from around the world visiting the historic home each year. Elvis Presley Enterprises, Inc. (EPE) manages the operations of Graceland and its related properties, including Elvis Presley's Memphis, Graceland's new entertainment and exhibition complex over 200,000 square feet in size; the AAA Four-Diamond Guest House at Graceland 450-room hotel; and the Graceland Archives, featuring thousands of artifacts from Elvis' home and career. EPE also produces and licenses Elvis-themed live events, tours and attractions worldwide. Graceland Holdings LLC, led by managing partner Joel Weinsinker, is the majority owner of EPE. Auction A Circle and Graceland Auctions TNGL#5967 is the entity that manages Auctions at Graceland. In 2015, Graceland was named the world's "Best Musical Attraction" and "Best Historic Southern Attraction" in the USA Today 10 Best Reader's Choice Awards and in 2013, voted the #1 "Iconic American Attraction" in the same poll. For more information on EPE and Graceland, visit www.graceland.com.

About The Guest House at Graceland

The Guest House at Graceland is the most significant enhancement to Graceland since it opened to the public in 1982 and the largest hotel project in Memphis in over 90 years. The AAA Four-Diamond world-class resort, just steps away from Elvis Presley's iconic mansion, features 430 spacious guest rooms and 20 luxury suites, two full-service restaurants, expansive meeting and special events space for conventions, meetings, weddings and gatherings for 1350 people, a 464-seat theater for live performances and movies, an expansive outdoor pool and a manicured lawn space with capabilities for a 400-person tent for special outdoor events. Reservations for The Guest House at Graceland may be made by calling 800-238-2000 or 901-443-3000, or online at www.GuestHouseGraceland.com.

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