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The Guest House at Graceland On Schedule For October 2016 Opening

Construction 90% Completed on 450-room World-Class Resort

Guest Room Reservations and Group/Corporate Bookings for Late 2016 and 2017

Proceeding at Rapid Pace

MEMPHIS (August 11, 2016) -- Graceland's new world-class resort hotel, The Guest House at Graceland, is on schedule to open in late October of this year, with 90% of construction now completed on the structure. Inspired by Elvis Presley and the iconic Graceland Mansion, the \$92 million luxury resort will open on October 27, 2016 with a sold-out grand opening celebration weekend featuring Elvis' family and friends, as well as visitors from around the world.

As thousands of visitors gather this week at Graceland for the beginning of its annual Elvis Week celebration, construction at The Guest House is in its final eleven weeks, and for the first time, Graceland has provided "in progress" photos and videos of its ornate lobby, restaurants, grand ballroom and conference spaces, 464-seat state-of-the-art theater and stylish guest rooms, as well as time lapse videos of its construction, available [at this link](#).

Room reservations by leisure travelers and bookings for groups/corporate clients for late 2016 and through July 2017 are already proceeding at a rapid pace for The Guest House, which has been cited by numerous publications as one of the most exciting hotel opening worldwide in 2016.

Guest House senior management, led by Vice President and Managing Director Keith Hess, are nearly all in place, and approximately 200 staff positions are now in process being filled.

"This resort will be an extraordinary, one-of-a-kind experience for anyone visiting Memphis," stated Hess. "We've been thrilled at the incredible response so far -- not only from Elvis fans, but leisure travelers, tour groups, international visitors, and business and corporate clients. It's clear that this hotel will be a tremendous success and we can't wait to open in October."

The Guest House at Graceland, situated just steps away from Graceland Mansion, celebrates the warm, southern hospitality for which Elvis Presley was known and loved. Inspired by his iconic home, every aspect of the hotel will reflect Elvis' personal style and the unique character

of his famous Memphis mansion, from the southern colonial exterior to the 20 specialty suites with designs supervised by Priscilla Presley.

For more information about The Guest House at Graceland and to book reservations, visit GuestHouseGraceland.com, call Graceland Reservations at 800-238-2000 or 901-332-3322 or email reservations@graceland.com.

[DreamCatcher Hotels™](#), a Memphis-based hotel brand known for its innovative approach to the hotel experience, has overseen development of the resort and managed the design and construction of the Graceland-inspired architecture and interiors, including the themed suites, guest rooms, restaurants and meeting spaces.

To download digital assets including video time-lapse of building construction and standard hotel room installation, please visit: <https://ql.mediasilo.com/#ql/57aa5c93e4b08bea411d72bf>

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 world-class resort, just steps away from Elvis Presley's iconic mansion, will feature 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 nearly 1,800 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 901-332-3322, or online at www.GuestHouseGraceland.com.

About DreamCatcher Hotels

[DreamCatcher Hotels](#), a Memphis-based hotel brand known for its innovative approach to the hotel experience, has overseen development of The Guest House and managed the design and construction of the Graceland-inspired architecture and interiors, including the themed suites, guest rooms, restaurants and meeting spaces.

About Pyramid Hotel Group

Boston-based Pyramid Hotel Group manages The Guest House at Graceland for Elvis Presley Enterprises, Inc. Pyramid Hotel Group is one of the predominant hotel management companies in the U.S., managing and asset managing a diverse portfolio of more than 80 hotels and resorts in destinations throughout the United States, Europe and the Caribbean. For additional information please visit www.pyramidhotelgroup.com.

About Elvis Presley Enterprises, Inc. and Graceland

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, its related properties, including The Guest House at Graceland 450-room hotel, opening in October 2016, as well as 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 Weinshanker, is the majority owner of EPE. In 2015, Graceland was named the world's "Best Musical Attraction" and "Best Historic Southern Attraction" in the USA Today 10Best 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.

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