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“AUCTION AT GRACELAND” DURING ELVIS WEEK 2015 TO FEATURE WARDROBE FROM “VIVA LAS VEGAS” FILM AMONG 174 LOTS

Third Graceland-Authenticated Auction to be Largest Yet Collectible Auction Catalog Now Available to Order

MEMPHIS, Tenn. – June 22, 2015 – [Graceland Auctions](#) has announced that its third auction of rare and authentic Elvis Presley™ artifacts and memorabilia will be held during Elvis Week 2015, featuring an impressive 174 lots, making it the largest and most comprehensive auction yet held on the grounds of [Graceland](#)®. The Auction at Graceland will take place in the Graceland Archives Studio on Thursday, August 13, 2015, at 8:00 p.m. EDT/7:00 p.m. CDT.

Fans, music collectors and pop culture enthusiasts from around the world are expected to participate on site and online in this unprecedented auction, with all 174 lots expertly authenticated by the staff of Graceland Authenticated. All of the items in the auction will be offered from third-party collectors and none of the items included in the auction will come 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.

Previous Graceland Auctions have generated far greater bids than projected. In early 2015, the acetate featuring the first-known recording of Elvis Presley singing “My Happiness” recorded at Memphis Recording Service (home of Sun Records) sold for \$300,000. Elvis’ 1977 Cadillac Seville sold for \$81,250 along with a bullet-riddled shooting target from the Graceland smokehouse, which sold for \$27,500 in August of last year.

Among the 174 items to be included in the August 13 auction, notable items include:

- Elvis Presley “Viva Las Vegas” Jacket worn in the legendary dance scene with Ann-Margret (Estimated \$30,000-50,000)
- “TCB” Diamond and Gold Necklace gifted to Sammy Davis Jr. by Elvis Presley (Estimated \$20,000-30,000)

- Elvis Presley-Owned Gold Owl-Shaped Ring gifted to a fan from the stage
(Estimated \$15,000-20,000)
- “Million Dollar Quartet” Signed Guitar featuring the signatures of Elvis Presley, Johnny Cash, Carl Perkins & Jerry Lee Lewis
(Estimated \$20,000-30,000)
- Elvis Presley's Personal Walther Model PPK/S 9mm Kurz Handgun - Ornatly Engraved "Elvis" and “TCB”
(Estimated \$100,000–125,000)

The “TCB” gold and diamond necklace gifted to Sammy Davis Jr., is now on display at Graceland’s new Las Vegas exhibition -- “Elvis: The Exhibition” at the Westgate Las Vegas Resort & Casino. The Westgate is the same venue that was then known as the International Hotel when Elvis performed in its historic showroom. Other auction items on display at the Westgate Las Vegas exhibition through July 20 include a 1956 Las Vegas "New Frontier" menu signed by Elvis Presley, and a 1968 Elvis Presley film-worn jacket from “Live a Little, Love a Little.” Most all of the auction lots can be viewed at the Elvis Presley Automobile Museum at Graceland in Memphis starting July 21 through August 13 from 9:00 a.m. to 5:00 p.m. CDT.

The Auction at Graceland collectible catalog is now available to order and features more than 150 pages, including photos and details of all the auction items. This exclusive catalog offers an up-close look at these special pieces of Elvis history and is a wonderful collector’s item. More details on purchasing the catalog and auction registration are available at Graceland.com/Auction.

Admittance to the live auction event is by ticket only. Tickets will be available for purchase at Graceland on August 13 at the Graceland ticket pavilion between the hours of 9:30 a.m. and 5:30 p.m. CDT. Please secure your tickets early as a limited number are available. Registered bidders can reserve a paddle for in-person bidding by emailing auctioninfo@graceland.com. Register to bid in the auction at www.gracelandauctions.com.

For more information about how to submit items for consideration for authentication services by Graceland Authenticated, please visit www.gracelandauthenticated.com. For consideration to be included in future Graceland Auctions, visit Graceland.com/Auction.

Photos of specific auction items are available by request to david@thebeckwithcompany.com.

About 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, its related properties, including the recently-announced Guest House at Graceland 450-room hotel to be built in Memphis, 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, including “Direct from Graceland: Elvis at The O2” in London, and the new “Graceland Presents ELVIS: The Exhibition – The Show – The Experience” at the Westgate Las Vegas Resort & Casino. Graceland Holdings LLC, led by managing partner Joel Weinshanker, is the majority owner of EPE. Auction A Circle dba Graceland Auctions TNG#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 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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