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***I SHOT ELVIS* PHOTOGRAPHY AND ARTIFACT EXHIBIT AND *ELVIS: THAT'S THE WAY IT IS* 45th ANNIVERSARY EXHIBIT OPEN AT ELVIS PRESLEY'S GRACELAND IN MEMPHIS**

NEW TOUR PACKAGES ALSO BEING OFFERED TO GUESTS

MEMPHIS, Tenn. – March 19, 2015 - Two new exhibits, featuring over 125 rare artifacts, open today at Elvis Presley's famous Memphis mansion. The exhibits, curated by the Graceland Archives team, celebrate Elvis' status as a music pioneer and icon who revolutionized rock 'n' roll music.

The two new exhibits opening at Graceland are:

- **"I Shot Elvis"** From the earliest days of Elvis Presley's career, professional photographers and fans captured him in photographs. These images and artifacts give us a personal look at both the man and the icon, and a unique insight into the cultural impact he had, and continues to have, on the world. From a snapshot of a young Elvis just breaking through as a performer, to exhilarating photos of him live on stage, to more intimate moments with family and friends, these powerful images tell the story of Elvis Presley's life and legacy as only great photographs can. In addition to celebrating the photographers and fans who were behind the camera, the exhibit features artifacts seen in the iconic photographs.
- **"Elvis: That's the Way It Is" at 45** This groundbreaking feature documentary depicts Elvis as a master showman, following him as he prepares for his big opening night performance in Las Vegas. The film covers Elvis' Summer Festival in Las Vegas during August 1970. This was his first documentary film since the beginning of his film career in 1956. The exhibit features numerous artifacts seen in the film, and from that period in Elvis' career, including stage costumes, guitars, jumpsuits, contracts, memorabilia and more.

The "Elvis: That's the Way It Is" at 45 exhibit will be in place until February 2016 and the "I Shot Elvis" exhibit will be in place until February 2017.

In honor of the new exhibits, Graceland has created the **Get Closer to Rock 'n' Roll Package** for visitors to Graceland, providing guests a chance to "get closer to the man who changed the world with his music" when they visit the home he loved and lived in for 20 years.

The package includes:

- Two nights at Elvis Presley's Heartbreak Hotel with deluxe continental breakfast.
- Free evening shuttle service to Beale Street.
- Two VIP Tours of Elvis Presley's Graceland, including access to the Graceland VIP Exhibit.
- Two tickets to Sun Studio, Stax Museum of American Soul Music and the Memphis Rock 'n' Soul Museum.
- Lunch for two at Hard Rock Cafe on Beale Street.
- Graceland Insiders membership for each adult so they can save 10% on Graceland purchases during their visit.
- Elvis gift pack that includes one Official Graceland Tour DVD and "Elvis Rock" CD, plus an Elvis pint glass for each adult guest in the room.

For details visit: <http://www.graceland.com/getcloser/>

Connect with the king's castle online:

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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, 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 upcoming "Graceland Presents ELVIS: The Exhibition – The Show – The Experience" coming to the Westgate Las Vegas Resort & Casino. Graceland Holdings LLC, led by managing partner Joel Weinshanker, is the majority owner of EPE. In 2013, Graceland was voted the #1 Iconic American Attraction by USA Today and 10Best.com readers. For more information on EPE and Graceland, visit graceland.com.

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