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The Largest “Auction At Graceland” Ever During Elvis Week Garners Strong Results From Bidders Worldwide

160 Items Bring Over \$950,000

MEMPHIS, Tenn. – (August 13, 2015) With over 40,000 fans in town for Elvis™ Week celebrating the life and career of the King of Rock ‘n’ Roll at Graceland®, music fans and collectors in Memphis and around the world participated on site and online in hopes of going home with a piece of Elvis history at the third “Auction at Graceland,” which brought over \$950,000 this evening. Presented by Graceland Auctions, the auction was the largest and most comprehensive auction yet held at the Graceland Archive Studio. All of the items in the auction were from third-party collectors and none of the items included in the auction came from the treasured Graceland Archives.

The auction featured 160 rare and unique artifacts expertly authenticated by Graceland Authenticated, including merchandise memorabilia from Elvis’ early career, prized jewelry pieces and movie costumes. Highlights included the “TCB” gold and diamond necklace gifted to Sammy Davis Jr. which sold for \$40,000 on estimate of \$20,000 - \$30,000, a Gold Ring with Diamonds and Tourmaline worn by Elvis and gifted to Linda Thompson sold for \$47,500 on estimate of \$25,000 - \$35,000, Elvis’ racquetball shirt which sold for \$32,500 on estimate of \$4,000 - \$6,000 and Elvis’ personally-owned and worn custom-made leather and mink coat \$27,500 on estimate of \$6,000 - \$8,000.

Other top items included an Elvis owned Gold Owl-Shaped Ring gifted to a fan from the stage which sold for \$32,500 on estimate of \$15,000 - \$20,000, a 1960s Elvis’ jacket and leather pants ensemble which sold for \$32,500 on estimate \$6,000 - \$8,000 and a 1962 suit worn by Elvis in “It Happened at the World's Fair” went for \$25,000 on estimate of \$20,000 - \$30,000.

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 in January 2016 during the annual Elvis Birthday Celebration. 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, 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" 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 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 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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