



FOR IMMEDIATE RELEASE

Statement from Elvis Presley Enterprises, Inc. Regarding its Proposed Event Venue Project

Memphis, Tenn. – November 15, 2017 – Elvis Presley Enterprises, Inc. filed a declaratory judgment action today asking the Chancery Court of Shelby County to declare that the proposed development of a 6,200-seat entertainment and event venue on the Graceland campus would not violate the non-compete and non-participation covenants in the FedExForum Use and Operating agreement between the City of Memphis and the Memphis Grizzlies.

Earlier this year, the Memphis City Administration and the Shelby County Administration agreed to support the development of a 6,200-seat venue on the Graceland campus in Whitehaven. A representative of the Memphis Grizzlies made what we consider to be baseless objections to the development of this venue at Graceland, after the proposed project became public, when Elvis Presley Enterprises presented the agreement to the Executive Committee of the Memphis City Council.

It is, and has always been, Elvis Presley Enterprises' position that the FedExForum Use and Operating agreement does not prohibit the City of Memphis and Shelby County from extending tax incentives to support the development of the 6,200-seat venue in the same manner that the city and county regularly extend such incentives to other qualifying commercial enterprises. The County Attorney and legal counsel to the Economic Development Growth Engine (EDGE) have indicated that they share this view.

Nevertheless, in order to be good corporate citizen, Elvis Presley Enterprises attempted to negotiate an agreement with the City of Memphis and the Memphis Grizzlies, and went so far as to agree to change its entire concept from a 6,200-seat venue to a 50,000 to 75,000-square-foot multi-purpose facility, which is substantially similar to the facility now proposed by the City of Memphis for the Fairgrounds. Despite Elvis Presley Enterprise's good faith negotiations and its proposal to substantially change the development and to agree to limitations on the use of the multi-purpose facility, Elvis Presley Enterprises was not able to reach a reasonable business agreement with the City of Memphis and the Memphis Grizzlies.

- The City of Memphis insisted that it have the ability to sue Elvis Presley Enterprises for any damages caused to the City if the Memphis Grizzlies were to leave Memphis and blame their departure on the use of the multi-purpose facility on the Graceland campus.

- A representative of the Memphis Grizzlies insisted that the limitations on the use of the multi-purpose facility on the Graceland campus last until the end of the FedExForum Use and Operating Agreement, even if the Memphis Grizzlies agreed to allow another multi-purpose facility or arena, such as the facility recently proposed by the City for the Fairgrounds, to be constructed without the limitations imposed upon the multi-purpose facility at Graceland.

Since no reasonable business person would have agreed to these two limitations, Elvis Presley Enterprises was left with no choice but to protect both itself and the city of Memphis by filing a declaratory judgment action, so that it can move forward with its business plans, continue to invest heavily in the Graceland campus in the Whitehaven community of Memphis, and bring more jobs and increase tourism in the community, Greater Memphis and Shelby County.

KEY FACTS:

- Prior to presentation of the plan to the Memphis City Council, Elvis Presley Enterprises discussed the non-compete and non-participation provisions of the FedEx Forum Use and Operating Agreement with the City Administration and the City Administration was on board with and approved of the plans for the proposed 6,200-seat venue on the Graceland campus.

- After a representative of the Memphis Grizzlies made what we consider to be baseless objections, the City Administration notified Elvis Presley Enterprises that it would not approve the new venue without written confirmation from the Memphis Grizzlies that it would not consider the proposed venue to be a breach by the City of the FedEx Forum Use and Operating Agreement. In an effort to be a good corporate citizen, Elvis Presley Enterprises offered to modify its original venue proposal to a 50,000 - 75,000-square-foot, multi-purpose, flexible venue on the Graceland campus that would be used for exhibitions, convention meeting space, indoor sports and community events and concerts/performances for up to 3,000 with temporary seating. This venue would provide new, state-of-the-art event and conference capabilities on the Graceland campus for corporate clients staying at The Guest House at Graceland resort, as well as host expanded Elvis and music-themed events for Graceland visitors and local community residents. Unfortunately, this offer by Elvis Presley Enterprises did not lead to reasonable business agreement with the City and the Grizzlies. When the Chancery Court grants the relief Graceland has requested, Graceland would be free to build the 6,200-seat theater as originally proposed or the modified venue.

- This Graceland venue is not intended to compete with existing venues – but simply to increase the number local events, conventions and conferences taking place in Memphis throughout the year. The venue would also serve as a prime location for local Whitehaven and greater Memphis community events (graduation ceremonies, community concerts, etc.).

- This venue/multi-use facility would represent an additional \$40 million to \$50 million investment in Whitehaven by Elvis Presley Enterprises, with full investment in Graceland expansion then totaling between \$177 million and \$187 million. Over 150 new jobs are anticipated with the opening of the new venue, in addition to the jobs already created by the hotel and exhibit complex – most of which will be filled by Whitehaven residents.

- Elvis Presley Enterprises has invested over \$137 million in the Graceland campus in Whitehaven – the largest expansion in its history – resulting, over the year, in the opening of the AAA Four-Diamond, 450-room Guest House at Graceland resort hotel in October of 2016 (the largest hotel project in Memphis in over 90 years) and the opening of the “Elvis Presley’s Memphis” entertainment and event complex in March of this year (over 200,000 square feet – five times the size of Graceland’s original visitor center). This represents the largest-ever private investment in Whitehaven.

- For 35 years now, Graceland has been an important driver -- arguably the most important driver -- of the Memphis and Tennessee tourism industry, drawing over 20 million visitors worldwide since it opened in 1982, including over 4 million international visitors.

- This past August, Graceland had its biggest Elvis Week in history, drawing record-breaking crowds. Elvis fans stay in Memphis hotels, shop in Memphis stores, and eat and drink in Memphis restaurants and nightclubs -- not just at Graceland and in Whitehaven, but downtown and throughout the city -- making a significant positive impact on local tourism and the Memphis economy.

- Graceland has added well over 200 jobs since opening The Guest House and Elvis Presley’s Memphis. 80% of Graceland employees reside in Whitehaven. According to an independent report prepared by Younger and Associates in October 2017, the recent Graceland expansion will lead to \$9.3 billion in economic impact over the next 30 years, support over 3,900 jobs and generate over \$34.4 million in hotel tax revenue.

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 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 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.