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THE GUEST HOUSE AT GRACELAND TO OPEN IN OCTOBER 2016 WITH STAR-STUDED GRAND OPENING CELEBRATION

*Opening Weekend for 450-Room Graceland Resort
Scheduled for October 27-30, 2016 with Exclusive Live Concerts,
Celebrity Appearances and Red Carpet Events*

MEMPHIS, Tenn. – (August 13, 2015) With construction of [The Guest House at Graceland](#) in full swing along Elvis Presley Blvd., and as thousands of fans gathered at [Graceland](#)® in Memphis for the annual [Elvis™ Week](#) celebration, it was announced today that the official opening for the new 450-room, full-service resort hotel will take place October 27-30, 2016, with a four-day, star-studded Grand Opening Celebration. Opening activities will be highlighted by a Guest House ribbon-cutting ceremony, exclusive live concerts, celebrity appearances and red carpet VIP events throughout the weekend to celebrate Elvis Presley and his legacy, and mark the opening of 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.

Members of the Presley family will join a roster of Elvis' friends, music artists and celebrities during the grand celebration weekend to open this world-class hotel located just steps away from the landmark mansion, recently named the [Best Music Attraction](#) worldwide by *USA Today's* 10Best Reader's Choice awards.

Inspired by Elvis' iconic home, every aspect of The Guest House at Graceland will reflect Elvis' personal style and the unique character of Graceland, from the southern colonial exterior to themed specialty suites, many with designs supervised by Priscilla Presley. The Guest House at Graceland will feature spacious rooms and a range of elegant and contemporary facilities, including two full-service restaurants, expansive meeting and special events space, a large outdoor pool and a 464-seat theater for live performances and movies.

Graceland's new, exclusive, Diamond-level "[Founders](#)" program will provide its members with VIP privileges at the new resort, including early, exclusive access to Guest House room reservations and priority admission to opening weekend celebration events. Founders will be able to book room reservations at the Guest House for the grand opening celebration starting this September -- 13 months in advance and well before the general public.

The Diamond-level Founders program is limited to only 250 members with a full roster of exclusive benefits including VIP invitations to special events and receptions, exclusive access to The Founders Club at the Guest House, VIP check-in, priority reservations for restaurants, live events and concerts, access to a private Founders path from The Guest House to the mansion grounds, special room rates, room upgrades and much more. Membership details are available at Graceland.com/TheFounders.

"The Guest House at Graceland will be like no other hotel in the world – designed as if Elvis built an extension to his own home," said Joel Weinshanker, Managing Partner of Graceland LLC. "Our guests will feel like they are staying in an actual guest room at the mansion, and they'll experience the same warmth and southern hospitality that Elvis always showed his guests."

"Lisa and I, and our entire family, are excited to see The Guest House at Graceland take shape," stated Priscilla Presley. "The Guest House will be the perfect place to stay while visiting Graceland and experiencing everything that Memphis has to offer. We can't wait for this unique hotel to open in October 2016."

As part of the Guest House opening weekend celebration, Elvis fans will gather to mark the closing of Graceland's first hotel, Elvis Presley's Heartbreak Hotel, with a ceremony to be held on October 26, 2016 to mark its final day of operations. The Heartbreak Hotel will be celebrated throughout its final year (October 2015 - October 2016) with exclusive Heartbreak Hotel mementos given to hotel guests and a select number of its most loyal guests being given the opportunity to take a piece of the Heartbreak Hotel home with them after the hotel closes.

For more information about The Guest House at Graceland and The Founders or to plan a visit to Elvis Presley's Graceland in Memphis, visit Graceland.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" at the Westgate Las Vegas Resort & Casino. 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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