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**Invaluable Offers Online Bidding on The Auction at Graceland,
Featuring Signature Elvis Presley Artifacts**

*Elvis' First Driver's License, Elvis' First Recording, An Autographed Copy of
"That's All Right" and More to Be Offered at Auction on January 8, 2015*

BOSTON – December 17, 2014 – Invaluable, the world's largest online live auction marketplace, today announced a new partnership with Graceland Auctions to offer online bidding on The Auction at Graceland, taking place at 7:00 pm CST on January 8, 2015, on Elvis Presley's 80th birthday. The sale, which is taking place at the Graceland Archive Studio in Memphis, Tennessee, features 67 lots of Elvis artifacts, all of which will be offered from third-party collectors. Bidders can view the [full collection](#) on Invaluable.com and bid online in real-time during the live auction.

"We are thrilled to be offering live online bidding on the amazing selection of Elvis Presley artifacts and collectibles being offered by The Auction at Graceland," said Rob Weisberg, Invaluable CEO. "It is the chance of a lifetime for Elvis collectors, pop culture enthusiasts and music fans around the world to have the opportunity to own some of these incredible pieces from 'The King of Rock 'n' Roll,' and we're excited to give our bidders the opportunity to participate in this historic event."

Headlining the auction is [Elvis Presley's First Recording Acetate from 1953](#), which features "My Happiness" (Side A) and "That's When Your Heartaches Begin" (Side B). The only recording of its kind in existence, it is estimated to realize \$75,000 - \$100,000.

The auction will also feature a variety of other Elvis artifacts, all of which have been authenticated by Graceland Authenticated, including [Elvis' first driver's license](#), which was issued on March 24, 1952 and is estimated at \$15,000 - \$20,000, and a ["Louisiana Hayride" contract](#) signed by Elvis, Gladys and Vernon Presley in 1955, which is expected to realize \$30,000 - \$50,000. Also listed in the auction is a signed copy of [Elvis Presley's First Sun Record of "That's All Right,"](#) which is estimated at \$10,000 - \$15,000.

Additionally being offered as part of the sale are a [pair of Neo Nautic sunglasses](#) made for Elvis to wear for one of his concerts at Madison Square Garden, estimated at \$12,000 - \$15,000; [Elvis Presley's Army First Aid Kit](#), expected to realize \$4,500 - \$5,500; and an [Elvis Tour Jacket from 1975](#), which is estimated at \$3,500 - \$4,500.

"Riding the momentum created by our successful inaugural auction in August, we have curated a group of some of the most important Elvis artifacts from around the globe, which have been authenticated by Graceland Authenticated, and will be offered for auction during our January 8, 2015 Live Event," said Graceland Auctions Managing Director Laura Pickett. "Elvis' First Recording Acetate from 1953 of "My Happiness" is arguably the most significant single record in the history of Rock 'n' Roll. It's going to be an exciting auction, and our partnership with Invaluable should provide the opportunity for the greatest number of fans to participate."

To view the fully illustrated catalog and bid online in the upcoming Auction at Graceland through Graceland Auctions, please visit Invaluable.com.

About Invaluable

Invaluable, the leading online live auction marketplace, features a live online bidding platform that allows collectors and dealers to bid in real-time in auctions held around the world. As the leading developer of SaaS and e-commerce applications for the auction industry, Invaluable provides auction houses with ecommerce and marketing solutions, as well as auction management software. Invaluable's best-in-class historical price database includes more than 58 million complete auction results, totaling more than \$204 billion in value. Founded in 1989 and headquartered in Boston, Invaluable also has an office in the United Kingdom. For more information, visit www.Invaluable.com or follow us on Twitter: [@InvaluableLive](https://twitter.com/InvaluableLive).

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, 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. 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. All of the items in the auction will be offered from third-party collectors. The mansion and all artifacts in the Graceland Archives continue to be owned by Lisa Marie Presley and are not for sale. 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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