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ELVIS PRESLEY'S GRACELAND CELEBRATES THE 60TH ANNIVERSARY OF ROCK 'N' ROLL WITH NEW EXHIBIT TITLED "60 YEARS OF ELVIS"

***JULY 5 MARKS 60TH ANNIVERSARY OF ELVIS' FIRST RECORDING THAT
INSTANTLY BECAME A HIT ON THE AIRWAVES AND CHANGED MUSIC
FOREVER***

***Special events and activities, exhibits, projects and more being planned for 2014 to celebrate
the 60th Anniversary***

MEMPHIS, Tenn. – February 24, 2014 – On July 5, 1954, a delivery truck driver named Elvis Presley walked into Sun Studio in Memphis and recorded "That's All Right" with guitarist Scotty Moore and bassist Bill Black. Memphis DJ Dewey Phillips played the song on July 8 on WHBQ radio and the switchboard lit up. Rock 'n' Roll was born and the music world changed forever.

To commemorate the 60th anniversary, Elvis Presley's Graceland in Memphis is planning a variety of activities, starting with a new exhibit at Graceland entitled "60 Years of Elvis." This exciting, new exhibit opens February 24 as part of the VIP-level tour experience. Guests will explore the birth of rock 'n' roll music in July of 1954 with the recording of "That's All Right" at Sun Studio and journey through the transformation of the *would-be* King of Rock 'n' Roll from delivery truck driver to worldwide singing sensation and star of the silver screen.

Rare artifacts displayed in the new “60 Years of Elvis” exhibit include: Elvis’ personal “That’s All Right” 45 rpm record; a pay stub from his early days as a driver for Crown Electric; telegrams home to his parents during his first few days on tour; an original script from “Jailhouse Rock”; his 1955 RCA Records contract; Elvis’ last GRAMMY® Award for his Gospel hit “How Great Thou Art,” recorded live in Memphis, along with the jumpsuit he wore on stage that night; Elvis’ wardrobe from “Viva Las Vegas”; and the award presented to Graceland and the Presley family upon Elvis’ induction into the inaugural class of the Rock and Roll Hall of Fame in 1986.

The new “60 Years of Elvis” exhibit will be open from February 24, 2014, through February of 2015. Graceland is open year round with various tour options. For more information on tours, please visit: <http://www.elvis.com/graceland/>.

About Elvis Presley Enterprises, Inc.

Elvis Presley Enterprises, Inc. (EPE), based in Memphis, manages the operations of Elvis Presley’s Graceland, its related exhibits and attractions, including the Heartbreak 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 is music’s most important and beloved landmark, with hundreds of thousands of fans from around the world visiting the famous home each year. 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 www.elvis.com/graceland.

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