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## **ELVIS PRESLEY ENTERPRISES CELEBRATES ELVIS AND GEARS UP FOR 60 YEARS OF ELVIS AND ROCK 'N' ROLL**

MEMPHIS, Tenn. – June 17, 2013– Elvis Presley Enterprises, Inc. (EPE) is proud to announce that it had another successful year of growth and expansion in its Licensing Division and is gearing up for 60 years of Elvis' career and rock 'n' roll in 2014.

Elvis was a pioneer in the licensing world from the first day he stepped on stage. EPE continues his legacy in the same manner today with quality merchandise. In 2013, EPE signed numerous high-profile licensees and worked closely with them to maximize the business through public relations and marketing activities.

Now, with over 200 licensees worldwide, EPE works diligently with dynamic, creative and respected companies in a wide variety of licensing categories, such as Kurt S. Adler, American Greetings, UMB bank, WMS, Zippo, MZBerger, Rubie's Costumes, Bradford Exchange, Harley Davidson, and SiriusXM Satellite Radio. EPE's Licensing Division is charged with the responsibility of protecting and preserving the integrity of Elvis Presley, Graceland and other related properties. They accomplish this through the pursuit of the right commercial opportunities that fit with the company's financial strategies while maintaining desired branding and positioning for Elvis and other properties.

Among the new licensees this year are:

### **ROCK N ROLL IMPORTS**

Rock N Roll Tequila Blanco is a high-quality, premium tequila produced at Casa Tequilera de Arandas. Grown and hand harvested in the highlands of Los Altos, Mexico, especially for and imported by Rock N Roll Imports, it is known for its naturally silky smooth finish and crisp taste.

Rock N Roll Tequila has an exclusive celebrity affiliation with EPE. It is packaged in a beautifully designed box covered with photos of Elvis and bottled in a unique guitar shaped bottle. It is available online at [www.zeetequila.com](http://www.zeetequila.com) and [www.hitimewine.net](http://www.hitimewine.net) as well as numerous retail outlets and many bars and restaurants including select Applebee's and Texas Roadhouse locations.

## **MIMOBOT**

At the 2013 International Consumer Electronics Show (CES), Mimoco, creator of the MIMOBOT brand of designer USB flash drives, unveiled their first music-inspired collaboration and added it to its Legends of MIMOBOT collection.

The ELVIS X MIMOBOT release features two design variants, both available with up to 128GB of data storage and blazing-fast USB 3.0 speeds. The line comes preloaded with bonus Elvis Presley Mimory content, including archival Elvis interviews, photographs, and more. The line also comes with the MimoDesk personalization suite, which includes ELVIS X MIMOBOT themed wallpapers, icons, and avatars. Finally, ELVIS X MIMOBOT is equipped with MimoByte sound software powered with an offering of iconic sounds and character dialogue that play each time ELVIS X MIMOBOT is inserted in or ejected from one's computer.

The ELVIS X MIMOBOT Series is now available online at [www.Mimoco.com](http://www.Mimoco.com) and at select specialty outposts around the world.

## **OPENING CEREMONY**

The men's collection of the popular fashion house Opening Ceremony introduces a new program dedicated to Elvis as the iconic Las Vegas fixture. With the support of EPE, the collection features a selection of archival photographs, song titles such as "Heartbreak Hotel" and "Love Me Tender," lettering from the singer's record sleeves, and crystal details in the style of Elvis' legendary "Taking Care of Business" ring. These celebrated moments of the king are realized on an array of dress shirts, tee-shirts, sweatshirts, and denim jackets. As a nod to the Elvis classic song, several Opening Ceremony men's footwear styles are offered in blue suede.

## **HELLO KITTY**

Celebrities Entertainment, EPE's agent in Europe, recently announced a deal with Sanrio that co-brands Hello Kitty with Elvis and features the famous Hello Kitty outfitted in signature Elvis poses, costumes and sunglasses on a variety of products, from purses to paper goods.

## **LEGENDS HOME BEDDING**

Legends Home Bedding, a Hollywood, California based home bedding manufacturer, introduced The Elvis Presley Home Bedding Collection. Legends Home Bedding provides Elvis fans a new and elegant way to dress up their home with beautifully crafted home bedding. The collection is not only inspired by, but also bears the likeness of Elvis. The product will be available via Internet and retail outlets in mid-June 2013.

## **FATHEAD**

The newest licensee is Fathead®, the industry leader of officially licensed sports and entertainment decals and more. The Elvis Presley Fathead Collection consists of seven REAL.BIG. wall decals, featuring three life-size cut-outs and four 6ft x 4ft murals. The REAL.BIG. die-cuts include: Elvis in the gold lamé suit from the cover of *50,000,000 Elvis Fans Can't Be Wrong: Elvis' Gold Records - Volume 2*, Elvis captured in a dynamic moment from the motion picture, *Jailhouse Rock* and Elvis in the iconic white "American Eagle" jumpsuit as he wore during the *Aloha from Hawaii* concert on January 14, 1973. Each of these large main images of Elvis comes with six to eight additional decals of more photos, Elvis silhouettes and memorable symbols like Elvis' guitar and the gates of Graceland.

The wall decals are high definition images made of durable, high-grade vinyl that is tear and fade resistant. Fathead wall decals are removable, reusable and designed with a special adhesive backing that enables them to be moved from wall to wall with no damage to the surface. Along with the stunning main image, each Fathead comes with additional decals for even more décor options. The Elvis Presley Fathead Collection is available exclusively at [www.Fathead.com](http://www.Fathead.com).

### **About Elvis Presley Enterprises, Inc.**

Elvis Presley Enterprises, Inc. (EPE), a division of CORE Media Group, Inc., is based in Memphis, with additional offices in Los Angeles. In addition to Graceland and its related attractions in Memphis, including the Heartbreak Hotel, EPE is aggressively involved in a worldwide licensing program, merchandising, music publishing, and television, film, video and Internet projects. For more information on EPE and Graceland, visit [www.elvis.com](http://www.elvis.com).

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