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Authentic Brands Group, LLC and Joel Weinshanker Complete the Purchase of Elvis Presley Intellectual Property and Graceland Operations

“The King of Rock ‘n’ Roll” Joins Marilyn Monroe and Muhammad Ali to Comprise a Powerful Portfolio of ABG-Owned Iconic Brands

NEW YORK, NY (November 19, 2013) - Authentic Brands Group, LLC (ABG) announced today the acquisition of Elvis Presley Intellectual Property Assets from CORE Media Group. Following the acquisition, ABG will own and manage, in partnership with the Presley family and Joel Weinshanker, Chairman and Founder of National Entertainment Collectibles Association (NECA), the intellectual property associated with one of the most widely recognized and beloved entertainers in the world.

“We are honored to welcome Elvis into the ABG brand portfolio and look forward to working alongside the Presley family and the team at Elvis Presley Enterprises (EPE) to increase Elvis’ popularity and fan base worldwide,” said Jamie Salter, Chairman and Chief Executive Officer of Authentic Brands Group, LLC.

“This is an exciting day for Elvis and his fans,” said Priscilla Presley. “We look forward to working with the ABG team to further promote the legacy of Elvis. This is the opportunity the family has been envisioning to expand the Graceland experience and enhance Elvis’ image all over the world.”

“While I will continue to own Graceland and the original artifacts, we are looking forward to working with our new partners to continue the growth and expansion we have been working towards,” said Lisa Marie Presley. “The licensing and merchandising aspect of this business is not to be confused with the fact that the property will always remain with me and my family. However, this is a great partnership for our family and Elvis fans worldwide.”

In connection with the acquisition, ABG will assume the global rights to a vast library of photographic imagery, including artwork, album covers and movie posters; video and audio assets, including television appearances and music specials; Elvis’ name and likeness; and other assets, including the rights to major Elvis themed events such as Elvis Week, an international celebration of Elvis’ life and legacy.

In connection with the transaction, Joel Weinshanker will acquire the rights to the management of Graceland operations, Elvis’ home in Memphis, Tennessee, with



ABG and the Presley family as partners. Graceland recently captured the #1 spot on *USA Today* and 10Best's "Best Iconic American Attractions".

"It is with great honor, and a profound sense of responsibility that we assume ownership of the Graceland operations," said Weinshanker. "We will usher in a new era of an enhanced Graceland experience, run for the fans, by a fan. Graceland is Elvis Presleys' castle, and I look forward to helping take this global landmark to new and exciting heights. We look forward to continuing to give visitors to Graceland, whether online or in-person, whether their first visit or their 500th, a world class experience."

About Authentic Brands Group, LLC

Authentic Brands Group, in partnership with Leonard Green & Partners, is an intellectual property corporation with a mandate to acquire, manage and build long-term value in prominent consumer brands. Headquartered in New York City, ABG's mission is to further enhance brand equity through partnering with best-in-class licensees and retailers. ABG brands include Marilyn Monroe®, Muhammad Ali®, Elvis Presley®, Juicy Couture®, Judith Leiber®, Adrienne Vittadini®, Taryn Rose®, Misook®, Hickey Freeman®, Hart Schaffner Marx®, Palm Beach®, Bobby Jones®, Spyder®, Prince®, Ektelon®, Viking®, TapouT® and Sportcraft®. www.abg-nyc.com

About Joel Weinshanker

Joel Weinshanker is the founder and Chairman of NECA. www.necaonline.com

About National Entertainment Collectibles Association Inc. (NECA)

NECA is a media and entertainment company operating in the United States and internationally, with three segments: Consumer Products, Filmed Entertainment and Online Retail/Digital Distribution. NECA is the leading designer, marketer, and worldwide distributor of licensed entertainment consumer goods based on some of the world's most established and beloved properties, providing products across all consumer categories and distribution channels. www.necaonline.com

About Elvis Presley Enterprises, Inc.

Elvis Presley Enterprises, Inc. (EPE), 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.

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