



FOR IMMEDIATE RELEASE

FOR THE FIRST TIME IN 40 YEARS, ELVIS IS BACK IN THE BUILDING

***Graceland Presents the First, Permanent Elvis Exhibition
Featuring Hundreds of Artifacts Never Before Displayed Outside of Graceland***

***Live Elvis-Themed Entertainment Shows in Historic Showroom
Where Elvis Performed Over 600 Sold-out Shows***

Set to Debut at Westgate Las Vegas Resort & Casino in April 2015

LAS VEGAS – February 26, 2015 – Elvis Presley’s Graceland and Westgate Las Vegas Resort & Casino announced today that they will bring the authentic Elvis Presley back to Las Vegas for the first time in 40 years. “**Graceland Presents ELVIS: The Exhibition - The Show - The Experience**” will include an expansive, new permanent exhibition featuring hundreds of artifacts never before displayed outside of Graceland, and live entertainment shows that celebrate the life and legacy of Elvis Presley. Graceland Holdings LLC Managing Partner Joel Weinshanker and Westgate Resorts CEO David Siegel together made the historic announcement that Elvis will be back in the building, and unveiled specific details of the upcoming exhibition and entertainment, which are scheduled to debut April 23, 2015. The press conference took place on the 46th anniversary of Elvis’ first press event at the construction site of the same venue, then known as the International Hotel, where Elvis performed over 600 record-breaking, sold-out shows.

CLICK TO TWEET: (<http://ctt.ec/be6eQ>) #Elvis returns to @Westgate_LV w/ 1st-ever @VisitGraceland sanctioned LV exhibition & entertainment for #TheKing fans <http://bit.ly/ElvisLV>

The first-ever permanent Graceland exhibition outside of Memphis will encompass over 28,000 square feet and include hundreds of artifacts from the Presley family’s treasured Graceland Archives, showcasing the man, the performer and the music that revolutionized popular culture around the world. Visitors will experience an unprecedented journey through Elvis’ life and career, beginning with his early days in Tupelo, Miss., through his first recording session in Memphis, rise to fame, Hollywood career, life at Graceland, the Las Vegas years and more. Graceland-produced videos will immerse guests in the experience, concluding with a 26-minute retrospective film featuring Elvis’ greatest performances.

Some of the rare artifacts include Elvis' high school yearbooks, his first Gold Album, his 1957 Harley Davidson motorcycle, a 1962 Lincoln Continental, 1971 Stutz Blackhawk, jewelry and iconic stage wear from Elvis' live performances, including the first outfit worn on stage for his first concert at the International Hotel in 1969. Select artifacts will be rotated regularly with artifacts in the Graceland Archives, to keep the exhibit constantly evolving and fresh. The exhibition will be open seven days a week from 10 a.m. to 10 p.m. and tickets are priced at \$22 plus taxes and fees, and available for purchase now.

The newly renamed and renovated Elvis Presley International Showroom will present Elvis-themed live shows for limited engagement runs on the very stage where Elvis performed for millions of guests during his record-breaking, seven-year stint from 1969 through 1976. The debut show will be "The Elvis Experience," a large-scale production replicating one of Elvis' legendary Las Vegas shows, starring actor Martin Fontaine and featuring 24 musicians and eight choir members portraying the original musicians and artists on stage with Elvis. The Elvis Experience is scheduled to open with the exhibition on April 23 and perform Tuesdays through Thursdays at 7:30 p.m. and Fridays and Saturdays at 8:00 p.m. Tickets are on sale now and start at \$49 plus taxes and fees. After this limited engagement, the property will feature other limited-run, Graceland-produced live shows in the Elvis Presley International Showroom.

Another exciting feature will be the new, "Elvis Presley's Graceland Wedding Chapel" which will be the first-ever wedding chapel in Las Vegas to be operated by Elvis Presley Enterprises. Additional information on the chapel and special packages will be announced in March. The chapel is also scheduled to open on April 23.

The grand opening of the exhibition, live show and wedding chapel will be marked with a star-studded celebration, with Priscilla Presley joining the roster of VIPs and celebrities on the red carpet. Tickets for the exclusive opening celebration and opening weekend are on sale now.

"Elvis is synonymous with Las Vegas and this property, so we are tremendously excited to have this new attraction and live show here to entertain Las Vegas visitors," said David Siegel, CEO of Westgate Resorts. "It is a true honor to join forces with Elvis Presley's Graceland to bring Elvis to the Westgate Las Vegas Resort & Casino. We are thrilled to have Elvis back in the building."

"After a 40 year absence, it's time for the authentic Elvis Presley to return to Las Vegas," stated Joel Weinshanker, Managing Partner of Graceland Holdings LLC. "Elvis redefined live entertainment in Las Vegas, so there's no better location for this new venture than the Westgate Las Vegas Resort & Casino, the very site where more people saw Elvis perform live than anywhere else in the world," Weinshanker said. "The extensive exhibition, live shows and wedding chapel will together create an unprecedented Elvis experience for visitors."

To pre-purchase tickets now for the exhibition and live show and for more details, please visit Graceland.com/Vegas. For more information or to book accommodations at the new Westgate Las Vegas Resort & Casino, call toll free at (800) 732-7117 or log on to www.westgatevegas.com.

Video and photos from today's press conference will be available by 2 p.m. PST at the following MediaSilo account:

Web Address: <https://elvispresleysgraceland.mediasilo.com>

Username: Media_EPE

Password: Elvis1935

Assets can be found under the PROJECTS tab in the LAS VEGAS folder.

ABOUT WESTGATE LAS VEGAS RESORT & CASINO

The Westgate Las Vegas Resort & Casino, a legendary world-class destination adjacent to the Convention Center, offers a unique blend of entertainment, excitement and amenities. The property hosts more than 200,000 square feet of meeting space amid an iconic casino featuring the world's largest race and sports SuperBook®, eight restaurants and the entertainment mix of the main theater and Shimmer Cabaret. Westgate Las Vegas Resort & Casino is currently undergoing a property-wide \$100 million renovation starting with 300 timeshare units, the International Bar and 1,200 signature rooms. For more information or to book accommodations, contact us toll free at (800) 732-7117 or online at www.westgatevegas.com.

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 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. Graceland Holdings LLC, led by managing partner Joel Weinshanker, is the majority owner of EPE. 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.

Media contacts for Westgate Las Vegas:

Gina Yager/Tana Shivers

Preferred Public Relations

702-254-5704

gina@preferredpublicrelations.com

tana@preferredpublicrelations.com

Media contacts for Elvis Presley's Graceland:

David Beckwith at 323-845-9836

david@thebeckwithcompany.com

Kevin Kern at 901-344-3127

kkern@graceland.com