

PRESS RELEASE

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ELVIS "ALOHA FROM HAWAII" 40th ANNIVERSARY COMMEMORATED WITH ROYAL BOBBLES COLLECTIBLE FIGURINE

Alpharetta, GA (February 13, 2013) - Royal Bobbles has unveiled a new Elvis Presley "Aloha from Hawaii" bobblehead figurine featuring his signature American Eagle jumpsuit, just in time for the 40th anniversary of this historic event. This hand-painted, limited-edition model is crafted in high-quality resin and is currently available at gift shops and online retailers nationwide.

Royal Bobbles has faithfully captured Elvis' likeness and pose from this historic event. Each individual stone and gem in his outfit is hand-sculpted, hand-painted, and accurately reproduced in stunning detail. The high-quality figurine is shipped in a full-color collector package designed in the U.S.A., which includes biographical information and entertaining "Did You Know?" fun facts about this historic American icon.

"We are honored that Elvis Presley Enterprises has granted us the opportunity to produce the Elvis "Aloha From Hawaii" Bobblehead figure," said Royal. "Elvis Presley Enterprises is rightly very selective about the products which they authorize, and the outstanding quality of our product line was a major factor in their decision to work with us on this exciting new venture."

About Royal Bobbles

Royal Bobbles, LLC is a premium bobblehead manufacturing company specializing in exquisite historic figures whose products are featured in leading gift shops and museum stores nationwide. With unparalleled quality, craftsmanship, and attention to detail, Royal Bobbles is a natural choice for other such high-profile licenses including: Albert Einstein, John Wayne, American Pickers, Chick fil-A, Alfred Hitchcock, Martin Luther King Jr., George S. Patton, and Smokey Bear. For more information, visit www.RoyalBobbles.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.