



Contacts: Jennifer Zaldivar  
TV Land  
212/846-8964  
jennifer.zaldivar@tvland.com

Vanessa Reyes  
TV Land  
310/752-8081  
vanessa.reyes@tvland.com

## TV LAND IS “ALL SHOOK UP” WITH MONTH-LONG CELEBRATION OF ELVIS PRESLEY IN AUGUST

**“Elvis Month” to Feature Films, Concerts, Documentaries and Original Special  
*Myths and Legends: Elvis***

### TVLand.com to Offer Extensive Elvis Content Online

Los Angeles, CA, July 13, 2007 – TV Land becomes the home to everything Elvis Presley this August when the network celebrates the King of Rock ‘n’ Roll with a month-long tribute commemorating his legacy. This ultimate showcase includes: concerts such as the ‘68 *Comeback Special* and *Aloha from Hawaii*, the documentary *Elvis By The Presleys*, his much-loved films like *Love Me Tender* and *Wild in the Country*, and the original special ***Myths and Legends: Elvis***. The special, which **premieres Thursday, August 16 at 10 p.m. (all times ET/PT)**, provides insight into some of the long-standing mysteries surrounding Presley. Additionally, on Thursday, July 26, TV Land and the city of Honolulu, Hawaii will dedicate a life-sized bronze sculpture of Elvis Presley which will grace The Neal S. Blaisdell Center, formerly The Honolulu International Center, the site of Elvis’ 1973 *Aloha from Hawaii* concert. Finally, TVLand.com will pay tribute to the King with an Elvis photo gallery, dedication footage from the network’s Elvis statue unveiling in Honolulu, a blog from music writer Ben Fong-Torres in which he shares his memories of Elvis and clips from Elvis’ TV specials and concerts.

“Elvis Presley is the ultimate icon of pop culture who changed the face of music,” states Larry W. Jones, President, TV Land. “He had a force and an impact which is unprecedented, and it is our hope that TV Land’s tribute to him will remind fans of his amazing legacy that continues to endure.”

In a monumental event, TV Land will air a number of Presley’s treasured work by showing films, concerts and documentaries starring and about the King of Rock ‘n’ Roll throughout the month. The network will also premiere an original special, *Myths and Legends: Elvis*, a look at some of the most popular mysteries surrounding the icon.

TV Land’s programming for Elvis Month includes:

- **Concert Weekends** – Performance specials such as *Elvis: ‘68 Comeback Special*, *Aloha From Hawaii*, *Elvis: the Great Performances* and *Ed Sullivan’s Rock ‘N’ Roll Classics: Elvis Presley*.

- more -

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- **Documentaries and Made-for-TV Movies** - *Elvis By the Presleys, Elvis and Me, Elvis On Tour* and *Elvis: His Best Friend Remembers*.
- **Feature Movies** – *Love Me Tender; Wild in the Country; Easy Come, Easy Go; Fun in Acapulco; Paradise Hawaiian Style; Roustabout; Girl Happy; Live a Little, Love a Little* and *Speedway*.

- **Myths and Legends: Elvis**  
**A TV Land Original Special**  
**Thursday, August 16 at 10 p.m. ET/PT**

Based on the popularity of season one of *TV Land Myths & Legends*, this half-hour special coincides with TV Land's month-long salute to Elvis Presley. Thirty years after Elvis has "left the building," TV Land takes an in-depth look at some of the most popularly held mysteries about the King of Rock 'n' Roll and dissects them to separate fact from fiction. Are Oprah Winfrey and Elvis really related? Did he really approach President Nixon in the hopes of becoming a federal drug agent? These, and many other mysteries will be answered in this special.

### **TVLAND.COM TRIBUTE**

TVLand.com currently features a sneak peek of "Elvis Month" on TV Land, which includes video excerpts from Elvis's *Aloha from Hawaii* special and a photo gallery of Elvis throughout his life. Users can also watch movie trailers from Presley's movies *Speedway, Girl Happy* and *Live a Little, Love a Little*, clips from his TV specials and concerts, and in the coming weeks, log on to play The Elvis Trivia Game. The site will also feature images from the statue, footage from the dedication and a blog from Ben Fong-Torres, a former editor for *Rolling Stone Magazine*, as he shares his comments and special memories about Elvis. Additionally, TVLand.com will also offer excerpts from a radio interview conducted by former KPOI-FM's DJ Tom Moffatt after Elvis returned from the Army. Finally, fans can watch interviews from the Academy of Television Arts and Sciences with producers who have worked with Elvis and chat with other Elvis fans on the site's message boards.

### **ELVIS STATUE**

On July 26, TV Land and the city of Honolulu, Hawaii will dedicate a life-sized bronze sculpture of Elvis Presley. The statue will grace The Neal S. Blaisdell Center, formerly The Honolulu International Center, the site of Elvis' 1973 *Aloha from Hawaii* concert. The sculpture – which commemorates this historic *Aloha from Hawaii* event seen globally on television -- portrays the King of Rock 'n' Roll as he appeared in that performance and pays tribute to him during the 30th Anniversary year of his passing.

This bronze sculpture is the network's sixth work to honor people, places and moments from pop culture by recognizing the site as a "TV Land Landmark." The network's landmarks include: a bronze statue of Ralph Kramden of *The Honeymooners* at the entrance of New York City's Port Authority Bus Terminal; a sculpture of Mary Tyler Moore from *The Mary Tyler Moore Show* at Nicollet Mall in downtown Minneapolis, MN; *The Andy Griffith Show* statue in Raleigh's Pullen Park; a bronze statue of Bob Newhart commemorating his role as Dr. Robert Hartley on *The Bob*

*Newhart Show* in Chicago and most recently, a tribute to the beloved series *Bewitched* with a life-size statue depicting a magical view of character Samantha Stevens, played by actress Elizabeth Montgomery, in Salem MA. Fans can visit TVLand.com to see photos, virtual tours of the statues as well as streaming video of some of the dedications.

Studio EIS, a three-dimensional design and sculpture studio in New York founded by brothers Ivan and Elliot Schwartz, is creating the life-sized bronze sculpture. The studio also created *The Andy Griffith Show* statue, the statue commemorating Bob Newhart's role as Dr. Robert Hartley on *The Bob Newhart Show* and the statue of Samantha Stevens from *Bewitched*.

Elvis Presley Enterprises, Inc. has granted permission for this special tribute and is involved in the approval process of the sculpture.

Now seen in over 90 million U.S. homes, TV Land is dedicated to building the ultimate Baby Boomer entertainment brand on all platforms. Armed with a slate of new original programming, newly acquired Classic TV and movies, multiplatform content and *Cause Change*, a new pro-social initiative, the network is uniquely positioned to cater to America's 78 million Baby Boomers, the first generation of Americans who grew alongside television. TV Land's program mix features hit originals, popular dramas, sitcoms, westerns and Retromercials. TV Land's roster includes hits like *All in the Family*, *M\*A\*S\*H*, *The Andy Griffith Show* and several others. Furthering the network's commitment to develop original programming that complements its roster of acquisitions, the network regularly showcases original series and specials like *I Pity The Fool*, *Sit Down Comedy with David Steinberg*, *TV Land Myths and Legends*, *Generation Boom*, *TV Land Confidential* and the upcoming original series *High School Reunion*.

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with 135 channels worldwide, owns and operates the following television programming services - MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN/THE N, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these networks trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 200 interactive properties worldwide, including online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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](http://www.Elvis.com). EPE is a subsidiary of CKX, Inc., a publicly traded company listed on the NASDAQ National Market® under the ticker symbol "CKXE." Also visit [www.ckx.com](http://www.ckx.com).

For more information please visit the MTV Networks press site at [press.mtvn.com/tcajul07](http://press.mtvn.com/tcajul07).

