



For Immediate Release

DALE EARNHARDT AND ELVIS PRESLEY SHARE THE STAGE FOR THE FIRST TIME EVER AS MOTORSPORTS AUTHENTICS UNVEILS A RACECAR PAYING TRIBUTE TO THE ROOTS OF ROCK 'N' ROLL AND RACING

"Earnhardt and Elvis" Program Celebrates Two of the Greatest American Icons Ever

Las Vegas (Feb. 27, 2008) – Two of the greatest icons in American sport and music were celebrated today when a No. 3 racecar was unveiled bearing the images of NASCAR great Dale Earnhardt and the King of Rock 'n' Roll, Elvis Presley. Meant to continue the legacies of both men, the "Earnhardt and Elvis" car paired these icons together as part of the "Enduring Legends" Series that recently saw "The Intimidator" share the hood of his famous No. 3 Chevrolet with country music great Johnny Cash and cowboy film icon John Wayne.

"Earnhardt and Elvis" was unveiled in dramatic fashion among the glitz and glamour of fabulous Las Vegas in Las Vegas Motor Speedway's Neon Garage. Featuring the "King of Rock 'n' Roll" and Earnhardt's names and likenesses on the sides and hood of the car, this is the third edition in a multi-year series that will continue the legacy of Earnhardt by teaming him up with other iconic American personalities.

Earnhardt, who won 76 Cup races and a record-tying seven championships, shaped the face of NASCAR into the sport that millions of fans worldwide know and love today. A man of humble beginnings, during which he listened to the music of Elvis Presley that his mother played, Earnhardt went on to achieve superstardom doing what he loved to do most – beat out the competition behind the wheel of a racecar. His popularity has transformed him into an enduring icon of, not only NASCAR, but American culture as a whole; whose memory is celebrated on and off the track.

"Through his persona, popularity and sheer talent, Dale Earnhardt changed the way NASCAR fans watched racing and brought an excitement to the sport that had not been seen in the past. Elvis Presley did the same with music," Joe Hedrick, vice president of licensing for Dale Earnhardt, Inc., said. "Dale's incredible fan following celebrates his legacy each and every day, and we're so proud that he's sharing the hood of the No. 3 with one of America's greatest cultural icons, Elvis."

Just as Dale Earnhardt left an indelible mark on NASCAR, Elvis Presley forever changed the landscape of American music when he burst onto the scene in 1954. The legend starred in 33 films, made history with his television appearances and specials and knew great acclaim through his many, often record-breaking, live concert performances on tour and in Las Vegas. Globally, he has sold more than one billion records, and his American sales have earned him gold, platinum or multi-platinum awards for 150 different albums and singles - far more than any other artist. Among his many awards and accolades were 14 Grammy nominations and the Grammy Lifetime Achievement Award, which he received at the young age of 36. He still has one of the

most devoted fan bases to this day, much like Dale Earnhardt, whose loyal following still proudly display their love, honor and respect for the man known as “The Intimidator.”

“Earnhardt and Elvis is a perfect pairing of two men who followed their dreams doing exactly what they loved and set new standards in their respective industries,” stated Carol Butler, VP of Worldwide Licensing for Elvis Presley Enterprises, Inc. “Neither Rock ‘n’ Roll nor NASCAR would be the entities they are today without these two legends and the legacies they created.”

Motorsports Authentics, through its Action Racing Collectables die-cast brand, will be offering a collectible version of the limited edition No. 3 Dale Earnhardt/Elvis Presley car. Die-cast replica cars are available at the No. 3 trackside merchandise rigs, at the NASCAR.com Superstore and at Motorsports Authentics authorized dealers nationwide. Chase Authentics, the authentic trackside apparel of NASCAR, will also offer Presley and Earnhardt fans an opportunity to express their love of both men through an array of apparel items such as hats and t-shirts.

Acclaimed NASCAR artist Sam Bass created a one-of-a-kind Gibson guitar to commemorate “Earnhardt and Elvis” to be auctioned off in support of the Dale Earnhardt Foundation and the Elvis Presley Memorial Foundation.

“Earnhardt and Elvis” will be on display in the Neon Garage throughout the NASCAR race weekend and will then make its cross-country journey to Memphis where both the car and guitar will go on public display the weekend of March 6th, 2009 at Graceland’s Elvis Presley Automobile Museum. Following its tenure at Elvis’ home and final resting place, both items will be on display at Dale Earnhardt, Inc. in time for the celebration of Dale Earnhardt’s birthday on April 29.

In support of Friday’s unveiling, Las Vegas Motor Speedway is offering the first 10,000 fans who purchase a weekend pass to the Neon Garage the opportunity to be among the first to receive their very own 1:64 scale die-cast replica of “Earnhardt and Elvis.” Additionally, QVC will be the first to feature “Earnhardt and Elvis” on its “For Race Fans Only” show, set to air at 8 p.m. EST Friday, Feb. 27.

About Motorsports Authentics, Inc.

Motorsports Authentics, Inc. is the leader in the design, promotion, marketing and distribution of licensed motorsports merchandise. The company’s products include a broad range of motorsports-related die-cast replica collectibles, apparel, souvenirs and other sports-inspired memorabilia. Motorsports Authentics markets and distributes product through a variety of channels including their Authorized Dealer network, the Racing Collectables Club of America (RCCA), QVC, GoRacing.com, Trackside at racing events, direct corporate promotions, mass retail and department stores, specialty dealers and select online retailers. For more information about Motorsports Authentics, please visit the Web site at www.motorsports-authentics.com.

About Elvis Presley Enterprises, Inc.

Elvis Presley Enterprises, Inc. (EPE) is based in Memphis, Tennessee with additional offices in Los Angeles, California. 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. EPE is a subsidiary of CKX, Inc. (www.CKX.com), a publicly traded company listed on the NASDAQ National Market® under the ticker symbol “CKXE.”

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