

"BE A GUEST IN ELVIS'S KITCHEN SWEEPSTAKES"

Official Sweepstakes Rules and Regulations

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

OPEN TO CONTINENTAL UNITED STATES and DISTRICT OF COLUMBIA LEGAL RESIDENTS AGE 18 AND OVER AS OF December 19, 2005 (RESIDENTS OF ALASKA, HAWAII, GUAM and PEURTO RICO ARE EXCLUDED).

ENTRY:

To enter, visit "Be a Guest in Elvis's Kitchen Sweepstakes" Page ("Sweepstakes") on the World Wide Web at <http://www.elvis.com/kitchen> beginning January 9, 2006 at 12:01 AM Eastern Standard Time and ending January 23, 2006 at 11:59:59 PM Eastern Standard Time (the "Sweepstakes Period") and follow the online instructions. All online entries must be received during the Sweepstakes Period to be eligible to win the prize.

Only one complete entry per person per household sharing the same e-mail address will be entered in the contest. The sponsors are not responsible for their failure to receive entries due to transmission failures and/or other conditions beyond their reasonable control. All entries become the exclusive property of the Sponsors and will not be acknowledged or returned.

TO ENTER BY MAIL, print in CAPITAL BLOCK LETTERS your name, address, date of birth, and phone number (and email address, if available) on a 3"x 5" postcard and mail it to **The Be A Guest in Elvis's Kitchen Sweepstakes c/o Elvis Presley Enterprises, Inc. 3734 Elvis Presley Blvd. Memphis, TN 38116**. All mail-in entries must be hand-printed. Limit one entry per person. All entries become the exclusive property of the Sponsors and will not be acknowledged or returned. All mail entries must be received by January 24, 2006.

ELIGIBILITY:

Participants must be 25 years of age or older to enter and win, and a legal resident currently living in the continental United States or District of Columbia and, if you enter on the Internet, you must have had Internet access as of December 19, 2005. Employees and their immediate families of Elvis Presley Enterprises, Inc., The Food Network, prize donors and each of their respective officers, directors, agents, representatives, parent, affiliated, and subsidiary companies, advertising and promotion agencies, are not eligible. By entering this Sweepstakes, entrants agree to be bound by these Official Rules, and agree to abide by the decisions The Sponsors, which are final and binding in all respects.

GRAND PRIZE:

Round-trip, domestic, coach airfare for two to Memphis, Tennessee, two (2) nights hotel accommodations in a king suite at Heartbreak Hotel, Hertz Rental Car for use while in Memphis, (2) Two VIP tours of Graceland, including going behind the ropes and inside Elvis's kitchen inside Graceland Mansion, Two (2) passes to Sun Studio, Two (2) passes to STAX Museum of American Soul Music, Dinner for two (2) at the Hard Rock Café on Beale Street, and Photos of winner inside Elvis's Kitchen on Elvis.com photo spotlight. Grand prize winner will also receive an 11 piece set of TwoTwelve Cookware and a Food Network Potholder.

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Total ARV of the Grand Prize: \$2,500; however actual value may vary based on winner's point of departure.

SECOND PRIZES:

A total of two (2) second prize winners will receive one 11 piece set of TwoTwelve Cookware, a Food Network Potholder and "Graceland's Table" cookbook.

THIRD PRIZES:

A total of ten (10) third prize winners will receive a complimentary, one-year membership to The Official Elvis Insiders.

NOTE: All meals, gratuities, incidentals, insurance and any other expenses not specified herein as being awarded are the sole responsibility of the winner and his/her travel companions. Airline, hotel and rental car restrictions apply, if unable to rent car due to age or driving restrictions, winner will be responsible ground transportation while in Memphis. The winner and travel companion must travel on the identical itinerary. Certain restrictions may apply and all reservations are subject to availability. Airline travel must be within the continental United States.

Exceptions cannot be made regarding extending the validity dates of the Prize or the routing as awarded. All travel is subject to airline, car rental and hotel holiday and blackout dates and availability; subject to change without notice. The winner and travel companions are responsible for obtaining all necessary documentation, including passports and visas, if required. Travel companion must be 18 years of age or older or winner must be travel companion's parent or legal guardian, if under age. The winner and travel companions will be required to provide US Federal or state issued photo ID at time of departure. No changes will be made to travel details once any portion of travel arrangements has been made. Car rental reservations are non-refundable/non-transferable.

The Prize package trip must be completed between January 24, 2006 and December 30, 2006. If the winner is unable or unwilling to travel during those specific dates necessary to participate, the Prize will be forfeited and a new winner will be drawn. Travel dates are subject to change at the discretion of Sponsor.

NOTE: The Prize is awarded "as is" without any warranty or guaranty. Details of the Prize not specified herein are at the sole discretion of Sponsor.

The number of eligible entries received during the Sweepstakes Period determines the odds of winning the Prize. EPE reserves the right to change or replace the Prize at any time with a prize of equal or greater value. The Prize is not transferable, assignable nor redeemable for cash. All federal, state and local laws and regulations apply. The winner will be responsible for all federal, state or other applicable taxes in connection with the receipt of the Prize.

LIMITATIONS OF LIABILITY:

Participants agree to release Sponsor- and Administrator from any against any and all

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liability for injuries, losses or damages of any kind resulting from participation in this Sweepstakes. Participants agree that The Sponsors, and each of their respective parents, agents, affiliates, distributors, advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (the "Released Parties") shall have no liability, and shall be held harmless, from and against any and all damages, losses or injury resulting in whole or in part, directly or indirectly, from the acceptance, possession, use or misuse of the prize or participation in this Sweepstakes. The Released Parties shall not be liable to winner or any other person for failure to supply the prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulations(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond the Released Parties' control. The Released Parties shall not be responsible for any cancellations, delays, diversions or substitutions or any act or omissions whatsoever by the: talent, air carrier(s), hotel(s), or other transportation companies or any other persons providing any of these services and accommodations to passengers, including any results thereof such as changes in services or accommodations necessitated by same. Sponsor and Administrator shall not be liable for any loss or damage to baggage.

GENERAL CONDITIONS:

This Sweepstakes is void in Alaska, Hawaii, Puerto Rico, Guam and where prohibited or restricted by federal, state, or local laws. Illegible, unintelligible or incomplete entries or responses will be disqualified. Neither Sponsors nor Administrator are responsible for any lost, misdirected, stolen or undelivered entries. Sponsors and Administrator are not responsible for technical, network, electronic, computer, hardware or software failures of any kind, including any injury or damage to entrant's or any other person's computer related to or resulting from participating in or downloading any materials in this Sweepstakes. Neither Sponsors nor Administrator are responsible for incomplete, garbled or delayed Internet/e-mail computer entries. In the event that technical or other circumstances compromise this drawing, Sponsor reserves the right to cancel this Sweepstakes, and select a winner for the Prize from all eligible entries received prior to the cancellation. Neither Sponsor nor Administrator is responsible for typographical errors in this Sweepstakes site or these rules. To review EPE's privacy policy, visit http://www.elvis.com/copyright/legal_privacy.asp.

This Sweepstakes shall be governed by and construed in accordance with the laws of Tennessee. By entering this Sweepstakes, entrants hereby submit to the jurisdiction and venue of the federal and state courts of Tennessee and waive the right to have disputes arising out of the subject matter hereof adjudicated in any other forum.

WINNER SELECTION:

The winner will be selected through a random drawing of all eligible entries held on or about January 24, 2006. All drawings will be held at designated Administrator offices. All drawings will be conducted and judged by Sponsors and Administrator, whose

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decisions and interpretations of these Official Rules shall apply and be final.

The winner will be notified by e-mail. If the winner does not respond within 24-hours of contact, Sponsor reserves the right to randomly select an alternate winner from the names of all entries that did not win the Prize. In order to receive the Prize, the winner and his/her guests may be required to sign an Affidavit of Eligibility and Liability/Publicity Release, and any additional information, waivers and releases that may be required. The winner will have 24-hours to execute and return the Affidavit of Eligibility and/or Liability/Publicity Release, for winners and guests, releasing Sponsor and Administrator from any claims, losses, injuries or damages of any kind resulting from participation in this Sweepstakes or the use or receipt of the Prize. The winner and guests must all be 18 or older. Failure to comply with the foregoing, or the return of the Prize as undeliverable, may cause the winner to forfeit the Prize and Sponsor reserves the right to select an alternate winner. The Prize is not transferable, assignable, or redeemable for cash, and the winner may not elect to substitute the Prize for another. Sponsor reserves the right to substitute a prize of comparable or greater value.

Except where prohibited by law or regulation, participation in this Sweepstakes constitutes permission for Sponsor and each of their respective designees, to use the winner's name, address (state only), voice, photograph, likeness, biographical information, statements and performance for advertising, promotional or publicity purposes in any and all media without additional compensation, consideration, consent, or limitation, unless prohibited by law.

OFFICIAL RULES AND WINNERS LIST:

For a copy of these Official Rules, please send a self-addressed, stamped envelope to **Be a Guest in Elvis's Kitchen Sweepstakes c/o Elvis Presley Enterprises, Inc. 3734 Elvis Presley Blvd. Memphis, TN 38116.** (WA and VT residents only may omit return postage). To learn the Prize winner, either send an e-mail message to epmarket@elvis.com and include in the subject line the words "Be Elvis for a Day Sweepstakes WINNERS LIST" or send a self-addressed, stamped envelope (WA and VT residents only may omit return postage) to **Be a Guest in Elvis's Kitchen Sweepstakes WINNERS LIST** at the address referenced immediately above. All requests for the name of the Prize winner must be received no later than 45 days after the close of the Sweepstakes Period.

SPONSORS:

The Sponsors of this Sweepstakes are:

Elvis Presley Enterprises, Inc., 3734 Elvis Presley Blvd. Memphis, TN 38116
The Food Network

Elvis, Elvis Presley, Graceland, and Heartbreak Hotel are
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