



# Signature Wines to Bring Elvis Presley Wines to Market

**Signature Wines, a premier provider of custom-, control- and private-label wines, today introduced Graceland Cellars, a new line of Elvis Presley brand wines available for retail in Q1 04.**

More than 176 million Americans (84 percent) have in some way had their lives touched by Elvis Presley, according to a recent Harris Interactive poll. “We see incredible opportunity in the market for an Elvis Presley brand line of wines,” said Scott Cahill, CEO for Signature Wines. “These wines will be very enjoyable, high-quality wines that will appeal to a very broad spectrum of Americans.”

Signature Wines signed an exclusive licensing agreement with Elvis Presley Enterprises (EPE) to produce the Graceland Cellars line of wines, which will feature different images of Elvis Presley, his songs, albums and movies on every label.

Signature Wines is sourcing the wines from California appellation grapes and will create the Elvis-themed commemorative labels based on songs, album titles and Elvis Presley himself. The Graceland Cellars wines will be available to nationwide retailers beginning Q1 04 and will include the following wine brands: Presley Pinot (Noir), The King Cabernet (Sauvignon), Jailhouse Red (Merlot), and Blue Suede Chardonnay.

“Signature Wines truly understands the intricacies of developing a successful wine brand from start to finish, including sourcing, design and marketing services, to deliver an exceptional line of highly drinkable, Elvis brand wines,” said Carol Butler, Director of Worldwide Licensing for Elvis Presley Enterprises. “Consumers are clearly ready for Elvis wines and we are confident this will result in an amazing array of varietals that Elvis fans and wine lovers alike can enjoy for many years to come.”

## **Elvis Demographics**

The ubiquity of Elvis delivers strong interest from consumers around the world. In fact, according to a recent Harris Interactive poll, over 71 million Americans consider themselves Elvis fans.

- 60 percent are female
- 70 percent are between the ages of 26 and 55
- 75 percent have purchased collectibles
- 80 percent are located in the United States
- Almost one-third of all Americans (31 percent) have bought Elvis records, CDs or videos

## **Black Knight Partners, LP**

Black Knight Partners buys, builds, and sells private companies, targeting operationally simple businesses that have less than \$50 million in sales at the time of initial investment.

Its partners are individuals, institutional investors, and the management teams of its portfolio companies.

The firm is an active partner, investing in businesses that can be platforms for steady internal growth and rapid industry consolidation.

Black Knight Partners presents owners with partial or complete liquidity opportunities and delivers significant returns for investors over three to five year horizons.



### **About Signature Wines**

Signature Wines is a premier provider of custom-label wines and distinctive wine labels for businesses and individual consumers. Founded in 1998, the company specializes in providing control- and private-label wines and wine brands for retail, on-premise and affinity customers. Signature Wines partners with world-renowned wineries such as Ravenswood, Robert Mondavi, Mumm, Monticello, Clos du Bois, Chateau Ste. Michelle and Franciscan Oakville Estate, as well as offering its own brands of award-winning California premium wines and sparkling wines.

The company supports university, hospitality, retail and corporate clients through customized wine brand programs that increase awareness and enhance customer loyalty. The company also works with individuals to create memorable gifts for every occasion.

Signature Wines uniquely serves its clients through its excellent quality wines, stunning label designs and templates, customized branding and marketing services, and creative gift and wine accessories. For more information, visit [www.signaturewines.com](http://www.signaturewines.com).

### **About EPE**

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, television, film, video and Internet projects. For more information on EPE and Graceland, visit [Elvis.com](http://Elvis.com).