



FOR IMMEDIATE RELEASE

ELVIS' LAUDERDALE COURTS APARTMENT OPEN FOR STAYS

Memphis, TN December 9, 2004 – There is only one place on earth you can stay where Elvis lived. That place is Lauderdale Courts. The Uptown Partnership announces that the former apartment of Elvis Presley and his parents at Lauderdale Courts is now officially open for overnight stays.

In 1949, the Presleys moved into 185 Winchester, #328 at Lauderdale Courts shortly after they moved to Memphis from Tupelo. The 689 square-foot, two-bedroom apartment was originally part of the Roosevelt-era WPA housing development that is now on the National Register of Historic Places. It was here Elvis met other Memphis musicians, practiced in the basement laundry room and gained confidence by performing for family and friends in the community courtyards. He walked to nearby Beale Street, where he listened to the blues artists of the day, and had easy access to Sun Studio and Pop Tunes record store around the corner. Visitors themselves can walk to these historic rock n' roll places that still stand.

Guests will be able to step back in time to the restored apartment that features, vintage furniture, kitchen and bathroom fixtures, and reproductions of Presley family photos and memorabilia. Modern conveniences like microwave, working 1951 refrigerator, plasma HDTV, DVD/CD and free wireless Internet access are also available. Amenities that guests can also enjoy are an outdoor pool, billiard room plus fitness, business and media centers. Up to four guests can stay for a two-night minimum or six-night maximum for an introductory rate of \$249.99 per night. Reservations are being accepted from now through April 2005 except for Elvis Birthday Week (January 6 – 11, 2005) when the apartment will be open for public tours. Reservations will be available for dates beyond April 2005 next spring. Public tours will also be available during Elvis Week (August 10 – 17, 2005).

“We are offering any rock ‘n’ roll buff or Elvis fan a chance of a lifetime,” stated Alexandra Mobley, asset manager for the site. “We have received overwhelming positive feedback about the apartment from the public tours. This is where Elvis was influenced as a young musician. It’s the ultimate ‘sleep where he slept’ experience.”

more -

Elvis Apartment
Page 2

Originally slated for demolition, Lauderdale Courts was saved by the appeals of Elvis fans and the Memphis Heritage preservation organization. The colonial revival 347-unit apartment community is now on the National Register of Historic Places. Renovated and renamed Uptown Square, the model mixed-income property is Memphis' first wireless apartment complex.

Lauderdale Courts at Uptown Square is part of a 1,000-home, 100-city-block downtown development called Uptown Memphis. Uptown Memphis is the concerted public-private revitalization by downtown Memphis developers Jack Belz, of Belz Enterprises and Henry Turley, of Henry Turley Company and the City of Memphis.

For reservations call (901) 521-8219 or for more information visit www.lauderdalecourts.com.

#

Media inquiries:

Kim Shaw Brisco
Brisco Communications
(901) 278-8000
or
Alexandra Mobley
The Uptown Partnership
(901) 525-4880