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FOR IMMEDIATE RELEASE

**EK SUCCESS ADDS THE KING OF ROCK AND ROLL
TO ITS LINE-UP**

CLIFTON, NJ, (July 24, 2006) – Whether wanting to commemorate a trip to Graceland or that unforgettable first concert, EK Success, the country’s leading scrapbooking and creative consumer products company, along with Elvis Presley Enterprises is launching the licensed Elvis craft line. Available starting in November 2006, the collection features paper-based scrapbooking products, such as papers, albums and dimensional stickers, that capture the music and lifestyle of one of America’s most beloved rock and roll icons. The collection made its debut to retailers at last week’s annual Craft & Hobby Association 2006 Summer Trade Show in Chicago.

“With more than one billion record units sold worldwide, Elvis is not only a legendary musical performer, but a beloved icon that has become an important part of American pop culture” said Matt Mustachio, Vice President of Marketing. “From your musical passions, to that special vacation, EK Success continually strives to develop new products and licensed collections that provide its consumers with products to help them preserve and celebrate their life.”

The EK Success Elvis collection features double-sided 12-inch square paper, as well as three-dimensional embellishments, title stickers and mini t-shirts that capture the essence of famous Elvis songs, icons and places. Photos and other memorabilia can be housed in either the hip black velvet 8” album, or, for a quick and easy project, in a ready-made 10¼” x 5” keepsake book – just add pictures to the 4” x 6” pre-matted squares and your memory book is complete!

“We are thrilled to be partnering with EK Success to bring this line of memory-preserving products to the millions of Elvis fans and more than 605 active Elvis fan clubs worldwide,” said Kelly C. Hill, International Licensing Manager, Elvis Presley Enterprises. “We are thrilled with EK Success’ creativity and quality in helping to capture The King’s persona and lifestyle so that we can help our fans further commemorate this beloved icon.”

The Elvis line will be premiered exclusively at Graceland during Elvis Week, beginning August 8, 2006. Craft and scrapbooking retailers nationwide receive the line starting in November 2006. Prices range from \$0.59 to \$24.99.

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Elvis is the latest brand to be added to EK's word-class licenses. With lines including Disney, Dr. Seuss™, NFL, Major League Baseball®, NASCAR®, Sesame Street and Coca-Cola®, EK Success is the leader in partnering with top global lifestyle brands to develop licensed scrapbooking and paper crafting products.

About EK Success

Established in 1978, EK Success is a creative consumer products company with the leading market position in the fast-growing \$3.0 billion scrapbooking segment of the U.S. craft industry. With more than 6,000 products in its lineup, EK Success designs and markets some of the craft industry's most respected brands of stickers, multi-dimensional embellishments, papers, albums, punches and pens for use in scrapbooking and related paper crafts. These brands include ZIG® Memory System®, Sticko®, Paper Shapers®, Jolee's®, HERMA® and Cutter Bee®. EK has a demonstrated history of consistent and successful product innovation, having won more than 40 design and reader's choice awards since 2002, and is the only company to promote its own retailer and consumer education program – Scrapbook Design and You™ (SDU®). In January 2006, EK Success formed an alliance with Martha Stewart Living Omnimedia, Inc. (NYSE: MSO) to develop and produce the Martha Stewart Crafts™ line, set to launch in Q1 2007. In February 2006, EK Success completed a definitive agreement to be acquired by GTCR Golder Rauner LLC, one of the nation's leading private equity firms. For more information, to purchase products, or for a complete list of retailers who offer the SDU® education program, visit www.eksuccess.com.

About Elvis Presley Enterprises

EPE, Inc.

Elvis Presley Enterprises, Inc. 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 Elvis.com. EPE is a subsidiary of CKX, Inc., a publicly traded company listed on the NASDAQ National Market System (NMS) under the ticker symbol CKXE.

CKX, Inc.

CKX, Inc. (NASDAQ: CKXE), a company controlled by Robert F.X. Sillerman and affiliates, is engaged in the ownership, development and commercial utilization of entertainment content. To date, the

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Company has focused on acquiring globally recognized entertainment content and related assets, including the rights to the name, image and likeness of Elvis Presley; the operations of Graceland; the rights to the name, image and likeness of Muhammad Ali; and proprietary rights to the IDOLS television brand, including the *American Idol* series in the United States and local adaptations of the IDOLS television show format which, collectively, air in over 100 countries around the world. CKX plans to continue to make strategic acquisitions of, or partner or align with, companies or individuals that control various forms of established entertainment content, which may include intellectual property rights in music, film, television programming, written works and characters, rights to names, images and likenesses, video games, corporate brands and other related assets. For more information about CKX, Inc., visit its corporate website at www.ckx.com.

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