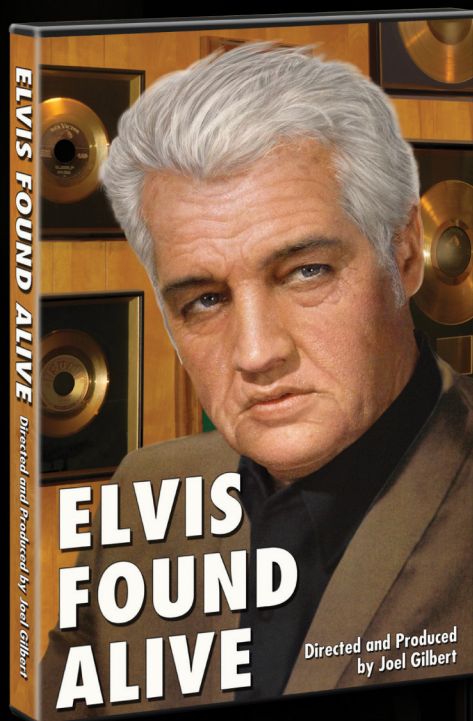


ELVIS FOUND ALIVE

Directed and Produced by Joel Gilbert



ELVIS has been FOUND, ALIVE! After visiting Graceland, Director Joel Gilbert made a Freedom of Information Act request for US government files on Elvis Presley. Incredibly, documents arrived from the FBI revealing an address for Federal Agent "Jon Burrows," Elvis' 1970's alias, in Simi Valley, California. After a brief confrontation, Elvis agreed to chronicle the secret history of his life and "death" in an exclusive interview.

In *Elvis Found Alive*, Elvis reflects on his early life and career, and describes his admiration for his look-alike, comic book hero

Captain Marvel Jr. He explains that social unrest in the late 1960's and terrorism by the Weather Underground drove him to ask President Nixon to make him a Federal Agent. "If I could help save America, maybe it was my true destiny that God had prepared me for."

Elvis reveals that he battled Weatherman Bill Ayers and the Mafia crime families during the 1970's, leading to a faked death to go undercover. What followed was a long struggle to return to his singing career, and an Obama administration that is preventing his return. Elvis Presley remains the single most influential and respected figure in the history of Rock and Roll music. Today he is a symbol of America, as recognizable as the flag. Get ready, he's back!

Release Date: January 24, 2012

Prebook: Dec 20, 2011

PLUS CD: 15 Recordings including new songs and Elvis classics

Running Time: 128 Minutes

Genre: Documentary

Format: DVD

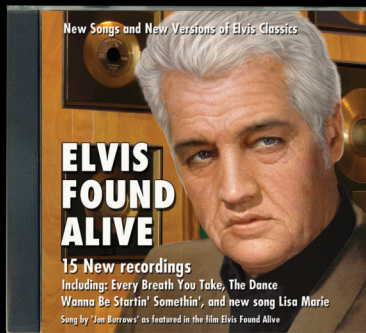
Price: \$14.95

MVD Item #: MVD5294D

Box Lot: 30

View Trailer: ElvisFoundAlive.com

Marketing/Advertising: Full national publicity on TV, Radio, Online and Print. See details on page 2



Prebook: Dec. 6, 2011

Physical Release: Jan. 10, 2012

Price: \$14.95

Format: CD

Digital Release: Dec. 6, 2011

MVD Item #: MVD5295A

Box Lot: 30



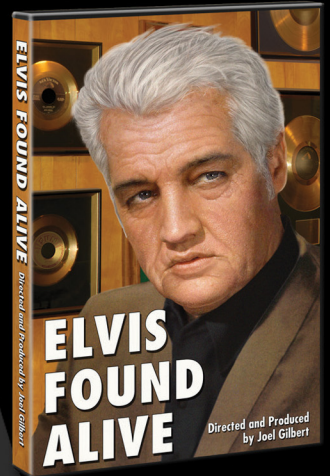
Unauthorized. Not affiliated with estate of Elvis Presley

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HIGHWAY
ENTERTAINMENT

ELVIS FOUND ALIVE

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HOT SHEET

Publicity Campaign

- Full publicity campaign of National TV and Radio interviews for Director Joel Gilbert
 - Full Publicity Campaign focusing on Print and Online media reviews
 - Additional outside publicist hired: Legacy Media Relations in Los Angeles
- Legacy Media Relations will pursue a media schedule in mainstream television on National morning/entertainment programs: The Today Show, Good Morning America and The Early Show, The View, Better TV, FOX Network News, CNN, MSNBC Entertainment Tonight/The Insider, Access Hollywood, and Inside Edition

Retail Marketing Campaign

- Print ads with all major wholesalers
- Pricing and positioning with FYE stores, Best Buy, Fry's, Barnes & Noble, Hastings
- Internet retail positioning with Amazon.com, Tower.com
- Mail order features with Collector's Choice, Collectables
- Independent retail support from all indie coalition stores
- Netflix widget generated and distributed through social media campaign
- In store screenings with independent retailers on or around release date

Online Marketing Campaign

- Elvis Fan websites Feature and Banner Campaign
- Elvis Discussion Forums
- Conspiracy Theories websites
- Drudge Report Banner Campaign
- Social Networking Media Campaign on Facebook, Twitter, etc.
- Official Film Website: ElvisFoundAlive.com
- Dissemination of film trailer on You Tube, Google Videos and hundreds of websites.
- Almighty Retail and New Music Tipsheet targeted email blasts reaching buyers, industry, and consumers

Sales Points

- The truth about the "Elvis is Alive" mystery finally revealed!
- The only Elvis documentary for the past 35 years with new revelations
- The enormous popularity of Elvis Presley as the founding father of rock and roll and a socio-cultural icon

Film Screenings

- Select Film Festivals
- Targeted Regions - San Francisco, New York City, Detroit, St. Louis, Atlanta, Chicago, Dallas, Washington D.C., Miami, Phoenix, etc.