



Contact: Kristin Zanini
630.932.9316
Laura Dihel
630.932.9347

REESE'S® "LIVE LIKE THE KING" PROMOTION GRAND PRIZE

REESE'S ELVIS TRIBUTE CAR FACT SHEET

Reese's® "Live Like The King" promotion is offering one lucky grand-prize winner the opportunity to ride like The King in an overhauled, custom Reese's Elvis Tribute Car built by car-crafting legend Boyd Coddington. This 1957 Cadillac is inspired by Elvis' pink Cadillac and includes all the upgrades of a 2007 custom hot rod:

ELECTRONICS

- Navigation with global positioning to lock in the gates of Graceland
- DVD player and television screen – movies such as "Viva Las Vegas" have never looked better
- Sirius Satellite Radio tuned-in to Elvis Radio straight from Memphis, Tenn.
- MP3 compatibility for personalized Elvis selections

INTERIOR

- Plush, white leather interior with pink piping fit for The King

ENGINE

- 454 cubic inch Chevrolet Big Block
- 500 horsepower

SPECIAL ADDITIONS

- Mini-refrigerator stocked with *Reese's Peanut Butter & Banana Creme Cups*
- *Reese's* Elvis Tribute Car insignia featuring the engraved signature of hot rod craftsman Boyd Coddington

###