
MICHAAN'S AUCTIONS

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Michaan's Auctions
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PRESS RELEASE

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Auction:
Estate Auction
Featuring a selection of Elvis Presley Memorabilia
November 6 at 10am (PST)

Previews:
November 4 - 6 and by appointment

Location:
Alameda, CA

One-of-a-Kind Elvis Memorabilia at Michaan's Auctions

“Rockin’ Robin” Rosaaen’s Elvis memorabilia collection shadows a six and a half year affair of the heart with the “King of Rock n’ Roll.” After attending her first Elvis show in Las Vegas in 1970, Rosaaen was hooked, transfixed by his presence and velvet voice. She attended over seventy Elvis concerts and with each new show became more and more savvy in catching the attention of the object of her affections.

In the early 70’s Rosaaen worked for a European health spa whose slogan was “I Want Your Body.” The suggestive tagline was printed on buttons, t-shirts and bumper stickers, which Rosaaen took to concerts in the hopes of standing out in the crowd. It worked – she was rewarded with scarves and priceless kisses as well as a particularly unforgettable experience with “The King.” As he was singing Love Me Tender Elvis took notice of the sexy bumper sticker Rosaaen was holding as she motioned to him. He reached down, took the sticker and chuckled, showing it to the audience and proclaiming to Rosaaen, “You got it, baby!” She then took the white sweat drenched scarf he offered her and ran her hand through his hair, while exchanging what she now refers to as “The Kiss.” Three or four songs passed when Elvis suddenly turned to Rosaaen with

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pointed finger and said "Rockin' Robin," and the idol/fan love affair continued on its way, with Rosaaen becoming a familiar presence to the one and only Elvis Aaron Presley.

Rosaaen's Elvis experiences have been referenced in books (including her own, All The King's Things), garnered her appearances on shows such as Geraldo, Oprah and Joan Rivers and amassed one of the largest personal collections of Elvis memorabilia in the country that she hopes to share in her own Elvis gallery one day. Rosaaen even parlayed her love of Elvis into a career as an authenticator of Elvis memorabilia for eBay for a time. Approximately one hundred items from this intimate collection will be up for sale on Sunday November 6, 2011, with previews on November 4, 5 and 6 at Michaan's Auctions main gallery at 2751 Todd Street in Alameda, California. Pieces up for auction include Elvis's authentic dental x-rays, a custom made tour jacket acquired from Elvis's army buddy and tour manager Joe Esposito, a lock of Elvis's hair (known to bring in over \$100,000 at auction) and one of six pairs of boxing gloves used in the filming of Kid Galahad.

Trude Forsher, Elvis's private secretary and publicist from 1956-1961, has items from her personal collection included in the sale as well, adding to the diversity of Elvis memorabilia available. Both of the collections offer a glimpse into the world of Elvis with rare and unique pieces up for auction, sure to excite fans and collectors of all kinds.

For a full listing of upcoming auctions or to view a complete catalog, please visit www.michaans.com.

About Michaan's Auctions

Michaan's Auctions is a leading full service auction house on the West Coast. Specializing in the appraisals and sale of antiques and fine art, Michaan's has specialists in the fields of Furniture and Decorative Arts, Modern, Contemporary Art, European and American Paintings and Prints, Jewelry, Asian Works of Art and Ethnographic Art.

Established in 2002, Michaan's Auctions holds up to thirty sales each year attracting a broad base of buyers and consignors from all over the world. With one of the largest facilities in Northern California and the Bay Area's lowest buyers premium Michaan's offers buyers and sellers the opportunity to preview and bid on many unique and desirable property. Some of these pieces realized world record prices. In 2005 A.D.M. Cooper's oil painting, Three Graces 1915, sold for a record \$21,060 and an Eduard Gaertner oil, German City Street Scene 1831, sold for \$266,000.

Michaan's has built its reputation on its ability to accept single items, groups or

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entire estates with its “no risk consignment policy” free of hidden fees and charges. Michaan’s specialists are dedicated to staying current on the latest issues and developments in the market and are committed to providing personalized and professional attention throughout the entire auction process.

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