



FOR IMMEDIATE RELEASE:

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NEVER BEFORE, NEVER AGAIN, NEVERLAND

Bid on the King of Pop: A once in a lifetime auction featuring the personal property of Michael Jackson – in-person or in-room at The Beverly Hilton

Beverly Hills, CA 90210 - March 2009 – In honor of the King of Pop, The Beverly Hilton is offering a once in a lifetime opportunity to experience Julien's Auction featuring the personal property of Michael Jackson. The ***Never Before, Never Again, Neverland Packages*** commence April 14 through April 25, 2009.

An array of treasures from Michael Jackson's Neverland Ranch ranging from Michael Jackson's iconic white-jeweled glove to the grandiose entry gates to the Neverland Ranch are up for sale in a tour de force auction boasting more than 2,000 items in a live auction conducted by Julien's Auctions. Julien's Auctions will host a seven-day museum quality exhibition at 9900 Wilshire Building ***adjacent to The Beverly Hilton*** which will be open to the public on Tuesday, April 14th through Monday, April 20th. The auction begins on Tuesday, April 21st through Saturday, April 25th.

This experience has never been seen before and never will again so reserve time today in order to bid in-person or in-room tomorrow at The Beverly Hilton. **The Never Before: A Basic Package** offers Standard Room rates starting from \$235.00 and Deluxe Room rates starting from \$255.00 per night; **The Never Again Memories Package** offers Standard Room rates starting from \$305.00 and Deluxe Room rates starting from \$355.00 per night plus the Memorabilia catalog, and complimentary overnight self parking for the duration of the stay; **The Neverland Bidding Suites** boasts Junior Suite rates starting from \$600.00 per night with a live feed from the auction floor to the in-room 42'-inch HDTV plasma screen plus the limited edition catalog, continental breakfast from in-room dining, and complimentary self or valet parking for the duration of the stay.

- more -

2-2-2-2 Neverland Packages

All offers are exclusive of tax and based upon availability. Visit www.beverlyhilton.com for further package information and contact reservations directly at (310) 274-7777. For more information about The Collection of Michael Jackson at Julien's Auctions visit www.juliensauctions.com.

ABOUT THE BEVERLY HILTON:

9876 Wilshire Blvd, Beverly Hills, California 90210 (310) 274-7777 www.beverlyhilton.com

Opened in 1955 by distinguished hotelier Conrad Hilton, The Mobil Four-Star Beverly Hilton has combined the excitement and entertainment of Hollywood with the prestige of Beverly Hills for 50 years. Located at the world-famous intersection of Wilshire and Santa Monica -Boulevards, the 570-room hotel features 101 suites including the nine private luxury suites within The Penthouse Collection. With more than 60,000 square feet of upscale indoor and open-air event space all on the lobby level, the hotel's famed International Ballroom is the centerpiece of the International Collection. Home of many notable annual events including the Golden Globe Awards, Oscar Nominee Luncheon and the Milken Institute's Global Conference, The Beverly Hilton offers three multi-faceted ballrooms, nine additional meeting rooms, an Executive Meeting Center with unrivaled technology by design to make any meeting a success.

Owned by entertainer Merv Griffin from 1987 to 2003, Beny Alagem and Oasis West Realty LLC, purchased The Beverly Hilton in late 2003 immediately embarking on an \$80 million reinvention of the 9 acre property. Just as The Beverly Hilton defined luxury living when it opened, the newly redefined Beverly Hilton does so once again with the elegance and style considered synonymous with Beverly Hills.

ABOUT JULIEN'S AUCTIONS

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With expertise specializing in entertainment memorabilia, Beatles memorabilia and rock memorabilia, Julien's has quickly established itself as the premier auction house in high profile celebrity and entertainment auctions. Julien's Auctions presents exciting, professionally managed and extremely successful auctions of entertainment memorabilia with full color high quality auction catalogs unlike any other auction company.

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