



## **CKX's 19 Entertainment Announces Signing of American Idol Superstars to Record Contracts**

### ***Winner Kris Allen, Runner-Up Adam Lambert and Finalist Allison Iraheta Signed to Long Term Deals***

NEW YORK, Jun 15, 2009 (BUSINESS WIRE) -- **19 Entertainment Limited**, a division of **CKX, Inc. (NASDAQ: CKXE)**, announced last week the signing of **American Idol** Season 8 winner **Kris Allen**, runner-up **Adam Lambert** and finalist **Allison Iraheta** to long-term recording agreements with record division **19 Recordings**. Kris Allen's and Allison Iraheta's albums will be distributed through **Sony Music's Jive Records** and the recordings of runner-up Adam Lambert will be distributed through **Sony Music's RCA Record**.

"Our *American Idol* Season 8 finalists were an exceptionally strong group, and we are very excited to have signed such talented performers as Kris Allen, Adam Lambert and Alison Iraheta," says **Simon Fuller, Creator and Executive Producer of American Idol** and **Founder and CEO of 19 Entertainment Limited**. "We look forward to contributing to and sharing in the continued growth of these incredible singers on their debut albums."

Currently, Kris, Adam and Allison are gearing up for the upcoming 50-city **American Idol 2009 Summer Tour**. The tour kicks off on July 5<sup>th</sup> in Portland, Oregon and ends on September 15<sup>th</sup> in Manchester, New Hampshire.

#### **About CKX, Inc.**

CKX, Inc. is engaged in the ownership, development and commercial utilization of entertainment content. To date, CKX 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.

#### **About 19 Entertainment**

19 Entertainment, a division of CKX, is one of the most successful entertainment organizations in the world having created and produced hit television properties including *American Idol* and *So You Think You Can Dance*, and with its relationships and partnerships with some of the biggest names in sports, music and fashion, including David Beckham, Victoria Beckham, Carrie Underwood, Kelly Clarkson, Chris Daughtry, Roland Mouret and the recently added tennis superstar, Andy Murray.

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SOURCE: CKX, Inc.

**CKX, Inc.**

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