



TRISTAR to Open Million Dollar Signature Store in Las Vegas

LAS VEGAS, April 18, 2012 - TRISTAR, the nation's premier producer of sports collectibles and memorabilia since 1987, opens the doors to **TRISTAR Sports Memorabilia** on **May 1, 2012**. TRISTAR Sports Memorabilia, located in the Miracle Mile Shops at Planet Hollywood Resort & Casino, ranks as the largest sports memorabilia store on the Las Vegas Strip.

The store will feature an extensive array of authenticated autographed memorabilia. Babe Ruth, Muhammad Ali, Mickey Mantle, Ted Williams, Joe DiMaggio, Pete Maravich, Derek Jeter, Tiger Woods, Joe Namath, Peyton Manning, Tom Brady and many more current and legendary sports superstars headline the Signature Store Authenticated Autograph Collection from TRISTAR.

"This will be the largest sports memorabilia store on the Las Vegas Strip, both in terms of store size (over 2,700 square feet) and inventory. More than 3,000 autographs valued at over \$1 million will fill the TRISTAR Sports Memorabilia store," said Jeffrey Rosenberg, President and Chief Executive Officer of TRISTAR. "From \$9.99 gift items to \$50,000 Babe Ruth autographed baseballs and everything in between, there will be something for all sports fans and collectors. For the first time ever, we will bring our prized memorabilia collection to the retail market with this Signature Store at one of the most prestigious malls on the Strip."

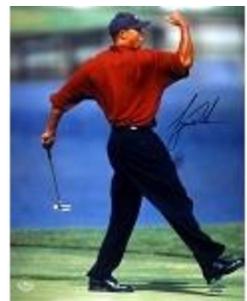
Sports fans and collectors will have the opportunity to shop for their favorite sports heroes' authenticated signatures in first-class luxury with big screen televisions, a VIP lounge and a staff of memorabilia experts with collectively more than 150 years of experience in the sports memorabilia industry.

"When TRISTAR does something, we do it big and first class," said Rosenberg. "It will be like walking into a sports Hall of Fame, but instead of just looking, you can take pieces of the experience home with you."

It is expected that many sports stars on the TRISTAR roster will make autograph signing appearances when they visit Las Vegas.

Opening Festivities include all items in the store being **50% off**, plus autograph signings featuring sports legends. Hall of Fame quarterback **Joe Montana** appears on Friday, May 4th and baseball legend **Jose Canseco** appears on Saturday, May 5th in the store.

For more information, please contact Mandy Fuerst at mfuerst@tristarproductions.com / 713.488.1108.



MIRACLE MILE SHOPS
at planet hollywood resort & casino las vegas
TRISTARSPORTSMEMORABILIA.COM

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Open Sunday-Thursday: 10 AM-11 PM and Friday-Saturday: 10 AM-Midnight