

PRESS RELEASE — FOR IMMEDIATE MEDIA ATTENTION

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MAGICAL MEMORIES FUEL TEARS AND HEATED BIDDING AT HIGH NOON'S FIRST AUCTION OF THE ROY ROGERS AND DALE EVANS MUSEUM

Mesa, AZ — On Saturday evening, January 30th, 2010, High Noon Western Americana of Los Angeles hosted the first of three auctions to sell the treasured contents of the Roy Rogers and Dale Evans Museum, which was located in Branson, MO.

In an eloquent statement by Linda Kohn Sherwood, co-owner of High Noon, she expressed the sentiments felt by all people around the world: “While it is true that the Roy Rogers and Dale Evans Museum (Branson, MO) has closed, much to the disappointment of not only the Rogers family but of all his millions of fans, including us at (Los Angeles based) High Noon Western Americana, (www.highnoon.com) these artifacts will spread the beauty, memories and heritage from inside its walls out into the hearts and homes of people everywhere so that we may continue to celebrate the life and legacy of Roy and Dale!”

On January 30th, 2010, the ballroom of the Marriott Hotel in Mesa, AZ was SRO as hundreds packed the venue for a chance to acquire one of the 15 coveted artifacts from the “*King of Cowboys*.” Hundreds more were registered to bid online and the phone

bidders had their plates full. Also in attendance were curators and directors from several major museums.

The auction began promptly at 5pm Saturday. Anyone who attended will likely not soon forget the opening speech given by Roy (Dusty) Rogers, Jr. An impassioned and emotional speech, there wasn't a dry-eye in the house as Dusty spoke of the legacy of his father and how difficult the closing of the museum has been for his family. He spoke of the promise he made to his father that, when the Roy Rogers and Dale Evans Museum was no longer financially viable, that the contents should be offered to the world for all to enjoy. With tears in his eyes, he magically joked that he would welcome the opportunity to visit these pieces in the new owners homes... and then the auction began.

When the dust settled, in this first offering of the initial 15 lots from the Museum, over \$373,000 was earned highlighted by his Bohlin silver saddle at \$103,000 (estimate: \$50,000 - \$100,000), his personal sterling and gold longhorn buckle for \$23,000 (estimate \$5,000 - \$10,000), guns and gun belt for \$74,750 (estimate \$20,000 - \$30,000) and Rose Parade saddle at \$75,000 (estimate \$20,000 - \$30,000). Even a pair of Roy's personal eagle boots quadrupled its \$1000-2000 estimate realizing over \$10K.

The energy in the saleroom was electrifying throughout the auction clearly indicating the passion and value fans and collectors world-wide have for the legacy Roy Rogers and Dale Evans left behind.

It is with great pride that High Noon announced following the January 30th event, that the remaining contents of the Museum will be sold in two subsequent sales.

The *Roy Rogers Museum Firearms Collection* will be sold on June 26th, 2010, in Denver (CO) in conjunction with Brian Lebel's Old West Show & Auction (www.codyoldwest.com). Included in this sale will be all of Roy's guns and gun rigs (both hunting and movie), other hunting memorabilia, plus his motorcycle and trademark canary yellow Lincoln Continental.

The final, spectacular sale of all other property will be sold on July 14th, 2010 via a partnership with L.A. based High Noon and Christie's New York City. That sale will include Roy's *Edward H Bohlin* sterling silver Rose Parade saddles, Roy's autographed sports memorabilia collection, costuming (Nudie's clothing, hats, boots, traveling trunks), personal photos, fishing gear, badges, toys, trophies and awards. It will also include the legendary silver dollar and longhorn adorned *Nudies of North Hollywood* convertible Bonneville that Roy & Dale used in special appearances, the famous Nellybelle jeep from the 1950s TV Show and, arguably, the most famous horse of all time, "TRIGGER".
(www.christies.com) (www.highnoon.com)

Please note that High Noon, in conjunction with the Rogers family, did try to place Trigger, Buttermilk and Bullet with a national museum, so that they could be enjoyed by all fans. However, the recession has left most institutions struggling to maintain their staffs -- let alone expand their permanent collections. Therefore these icons will be included on the block during the High Noon/Christie's sale. For more information about both these sales, please visit High Noon's website for updated information:
www.highnoon.com

For more information about the January 30th, 2010 sale or the upcoming June 26th and July 14th auctions, please visit www.highnoon.com or call (310) 202-9010. For continual updates on these upcoming events, please visit the High Noon website.

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PHOTO CAPTIONS:

Photo 1: (Lot 284) Roy Rogers' spectacular Diamond Special Bohlin Saddle estimated at \$50,000 to \$100,000 sold for \$103,000.

Photo 2: (Lot 285): Roy Rogers personal Edward H Bohlin gun rig with Colts sold for an astounding \$74,750 (estimate \$20,000 - \$30,000)
