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## ELVIS TOPS FORBES.COM'S 2008 RANKING OF TOP-EARNING DEAD CELEBRITIES

### *Heath Ledger Debuts On List In No. 3 Spot*

**New York, NY (Tuesday, October 28, 2008)** – Elvis Presley is still King, keeping his No.1 spot on Forbes.com's eighth annual ranking of Top-Earning Dead Celebrities, available at [www.forbes.com/deadcelebs](http://www.forbes.com/deadcelebs). Joining him on this year's list, in the No. 3 spot, is Heath Ledger, with \$20 million in earnings from October 2007 – October 2008.

Elvis, with earnings of \$52 million, and the other deceased celebrities on the list, grossed a combined **\$194 million** in the past 12 months. In addition to Heath Ledger, newcomers to the list this year include Aaron Spelling (\$15 million), Paul Newman (\$5 million) and Marvin Gaye (\$3.5 million).

The 2008 ranking of "**Top-Earning Dead Celebrities**" assesses the earning power of deceased celebrities, including musicians, authors, actors, and songwriters, among others.

The top 3 on this year's list (earnings in millions):

- |                      |       |
|----------------------|-------|
| 1. Elvis Presley     | \$ 52 |
| 2. Charles M. Schulz | \$ 33 |
| 3. Heath Ledger      | \$ 20 |

According to Michael Noer, Forbes.com executive editor special reports, "These celebrities are at the heart of enormously profitable – and growing – merchandising empires. It's still a bull market in the great beyond!"

Dropping off the list this year, are James Brown, George Harrison, Bob Marley and Tupac Shakur.

For the full list, methodology and much more, including "Recently Departed," "Haunted Hollywood," "Halloween Masks" of 2008's scariest people and other features available only online, visit Forbes.com at [www.forbes.com/deadcelebs](http://www.forbes.com/deadcelebs).

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