

**FOR IMMEDIATE RELEASE**

**Ernie Ball Introduces Revolutionary New Paradigm Guitar Strings**

*Paradigm represents the world’s most advanced string technology, and the first to come with a fully-backed guarantee*

*Watch video of Kenny Wayne Shepherd and Dream Theater’s John Petrucci taking the Paradigm Challenge and attempting to break strings*

*Pre-orders begin March 1*

**(The NAMM Show, Anaheim, CA – January 19, 2017) –** In 1962, Ernie Ball introduced Slinkys®, the iconic light-gauge electric guitar strings widely revered by some of the most important artists in rock & roll history, including Eric Clapton, Keith Richards, Jimmy Page, Slash and Metallica, to name but a few. Fifty-five years later, the forward-thinking, family-run company is once again revolutionizing guitar strings with the release of Paradigm, the most advanced string technology ever created – and the first-ever to come with a fully-backed guarantee: if Paradigm strings break or rust within 90 days of purchase, Ernie Ball will replace them free of charge. Retailing for $14.99, Paradigm strings feature superior break-resistance and unparalleled durability while delivering the iconic Slinky tone. They come in a variety of Ernie Ball’s most popular gauges for both electric and acoustic (click [here](https://www.dropbox.com/s/wt2c8j3e0aejblc/paradigm-gauge-charts.jpg?dl=0) for the list) and will be available for pre-order beginning Wednesday, March 1, 2017. Click [here](https://www.ernieball.com/paradigm) for more information.

Over the course of the past few months, Ernie Ball has been offering guitarists the opportunity – and challenge – to beta-test Paradigm. Among those who tried – and failed – to break the strings are Kenny Wayne Shepherd and Dream Theater’s John Petrucci. Click [here](https://www.youtube.com/watch?v=oI6VGkSVpbA) to watch Shepherd put Paradigm through its paces and [here](https://www.youtube.com/watch?v=sYRxU-Ni-vY) to see Petrucci give the strings a thorough workout. Says Shepherd, “These are definitely the best-sounding and most durable strings I have ever played.” Adds Petrucci, “These new Paradigm strings somehow withstood the most severe and cruel punishment I could muster up without actually breaking the guitar itself! They are crazy strong!!”

“Creating the technology behind Paradigm required our engineers to dig deeper than ever before to investigate and improve every facet of what goes into making a string,” says Ernie Ball President Brian Ball. “Paradigm technology represents a new level of strength and longevity while continuing to deliver the tone that only Ernie Ball is known for. They also feature a combination of our proprietary Everlast nanotreatment coupled with a breakthrough plasma process that further enhances the corrosion resistance like never before. More than five decades after my grandfather pioneered the electric guitar string, we’re proud to continue with the same passion, commitment and dedication to innovation with Paradigm.”

Strength: Ernie Ball's new state-of-the-art wire drawing process coupled with their patented RPS (reinforced plain string) technology dramatically increases tensile strength by up to 37% and provides up to 70% more fatigue strength than traditional coated strings.

Durability: Each Paradigm string is plasma-enhanced, providing improved corrosion resistance coupled with Ernie Ball’s patented Everlast nanotreatment, which repels sweat and build-up to keep your strings clean and crisp with zero change to the legendary Slinky tone and feel.

Tone: Paradigm strings maintain legendary Slinky tone and have all the advantages of a coated string without affecting sustain. Plus, there’s no flaking or difference in feel compared to traditional strings.

Additional artwork/graphics available [here](https://www.dropbox.com/sh/l2yipr4ogby238y/AAANUZU3ipKGXrt4DA9u3SGua?dl=0).

Photo file 1: EB\_Paradigm\_Guarantee.JPG

Photo caption 1: Ernie Ball Paradigm strings come with a 90-day guarantee.

Photo file 2: EB\_Paradigm\_Packs.JPG

Photo caption 2: Ernie Ball Paradigm strings retail for $14.99 per pack.

Photo file 3: EB\_Paradigm\_Packs\_Group.JPG

Photo caption 3: Ernie Ball Paradigm packs, shown in various gauges.

**About Ernie Ball:**

In 1962, veteran player and guitar teacher Ernie Ball created Slinkys®, the innovative light gauge electric guitar strings widely revered by thousands of iconic players including Eric Clapton, Keith Richards, Jimmy Page, Paul McCartney, Metallica, Brad Paisley, Slash, John Petrucci, Angus Young and John Mayer. The strings are all crafted in Coachella, CA. Ernie Ball also offers state-of-the-art instrument accessories that are carried in more than 6,000 stores in the U.S. and 120 countries worldwide.

Officially purchasing the Music Man® company in 1984, Sterling, joined later by his sons Scott and Brian, has built a team of dedicated professionals based in San Luis Obispo, CA who collectively share a common goal: crafting the highest level of hand-crafted instruments available. Originally founded by Tom Walker, Forrest White and Leo Fender in 1974, Music Man built its name leading an industry revolution, introducing active electronics on its production instruments. As part of the team during the 70’s, Sterling Ball played an important role on the design and development of the iconic StingRay basses.

The family-run company maintains its founder's dedication to preserving the musician's playing experience and delivering superior sound quality through the development of new products, such as Cobalt Slinkys, M-Steel, Earthwood and the revolutionary Element Shield Packaging, which hermetically seals guitar strings to keep each set as fresh as the day they were made. The company also fosters artist development through musician-focused programs such as the world's largest and longest running unsigned artist programs, where bands compete each year for the chance to play live on national tours, festivals and events. Visit them online at [www.ernieball.com](http://www.ernieball.com) and [www.music-man.com](http://www.music-man.com).

**FOR MORE INFORMATION PLEASE CONTACT:**

Robert Clyne | Clyne Media Inc.| Robert@clynemedia.com

**Ernie Ball Music Man is exhibiting at Booth 5440 at the 2017 NAMM Show in Anaheim, CA.**