

**Ernie Ball Hosts Exclusive Los Angeles Screening of *Ernie Ball: The Pursuit of Tone* Featuring Tom DeLonge**

*Award-winning documentary series created by Ernie Ball’s Executive Vice President of Marketing Dustin Hinz,– part of the company’s original content development efforts and also marking a continuation of Hinz’s longstanding award-winning partnership with DIRECTV*

**(Coachella, CA, August 29, 2016):** Ernie Ball, the world's premier manufacturer of guitar strings, musical instrument accessories and volume pedals, recently held a private screening in Los Angeles of the latest installment of its award-winning documentary series *Ernie Ball: The Pursuit of Tone* featuring rock artist Tom DeLonge. The event, which was held August 2, 2016, in Beverly Hills at the London Hotel Screening Room, was attended by DeLonge and leading journalists in the music press.

Recognized as one of alternative rock's most influential guitarists and songwriters, Tom DeLonge is an award-winning musician, producer and director, best known as the lead vocalist and songwriter for the platinum-selling bands Blink-182, Box Car Racer and Angels & Airwaves. Over more than two decades and 25 million albums sold, Tom's guitar tone and riff-driven style has become one of the genre's most identifiable, combining melodic and intricate riffs and roaring overdrive with ambient soundscapes and soaring delays to craft explosive anthemic soundtracks that are undeniably the sound of California punk and alternative rock.

The evening began with Dustin Hinz, Ernie Ball Executive Vice President of Marketing, welcoming attendees and was followed by Tom DeLonge’s opening remarks about his relationship with Ernie Ball and what this documentary meant to him. A viewing of the 90-minute program was next, followed immediately by an up-close-and-personal Q&A between *Pursuit of Tone* director Haven Lamoureux and DeLonge. They discussed the making of the documentary and how it provided, from DeLonge’s perspective, true insight into who he really is, along with his background growing up in San Diego, skateboarding and his other hobbies, and his passion for creating and playing music. Throughout the Q&A, DeLonge had several anecdotes that sparked laughter and brought smiles to the faces of all in attendance.

Commenting on his relationship with Ernie Ball, DeLonge said, "Ernie Ball was one of the first companies to ever support me, starting back in the early Warped Tour days when no one knew me or my band. They’ve helped me forever, and 20 years later they’re still helping me with something significant, not just free pieces of wire. Who would have thought that a company that makes guitar strings would be so influential. It’s crazy. I’m really thankful for their support and proud of this film that truly encompasses my life’s work.”

“Tom DeLonge is the focus of the latest installment in our ongoing *Ernie Ball: Pursuit Of Tone* episodic television series,” stated Dustin Hinz. “Tom has been, and continues to be, a tremendous influence on musicians, including myself, and I feel so fortunate that he gave us the ability to chronicle his journey, not only in the music industry, but in life in general. We’re glad to have him as part of the Ernie Ball family of artists and look forward to working with him in the future.”

*Ernie Ball: The Pursuit of Tone*, an AT&T original series created and produced by Ernie Ball, is part of Ernie Ball’s culture marketing initiative that also includes the web series *Ernie Ball String Theory* and other proprietary content across different media. Ernie Ball is the only musical instrument brand featuring original episodic TV programming, underscoring the company’s commitment to and ability to create innovative tools to support the musical art form and artists.

DIRECTV and U-verse customers can watch *Ernie Ball: The Pursuit of Tone* on AT&T’s AUDIENCE Network on U-verse Channel 1114 and DIRECTV Channel 239. They can also live stream it on the DIRECTV App and U-verse App for smartphones and tablets, directv.com and uverse.com.

To learn more, please visit <https://www.ernieball.com/thepursuitoftone>.

Photo file 1: EB\_POT\_DeLonge\_Photo1.JPG

Photo caption 1: Tom DeLonge, in a scene from *Ernie Ball: The Pursuit of Tone*

Photo file 2: EB\_POT\_DeLonge\_Photo2.JPG

Photo caption 2: Tom DeLonge, in a scene from *Ernie Ball: The Pursuit of Tone*

Photo file 3: EB\_POT\_DeLonge\_Photo3.JPG

Photo caption 3: Tom DeLonge, in a scene from *Ernie Ball: The Pursuit of Tone*

Photo file 4: EB\_POT\_DeLonge\_Photo4.JPG

Photo caption 4: Tom DeLonge, in a scene from *Ernie Ball: The Pursuit of Tone*

**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).

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