**Ernie Ball Music Man Announces New St. Vincent Signature Guitar**

Imaginative new *electric guitar envisioned and designed by GRAMMY*® *Award-winning musician St. Vincent and Ernie Ball Music Man to perfectly fit her playing style, form and artistic vision*

*St. Vincent debuted her new signature Ernie Ball Music Man guitar onstage with Taylor Swift and Beck this week at Staples Center in Los Angeles*

**(Los Angeles, CA, August 27, 2015):** Ernie Ball, the world's premier manufacturer of musical instruments, guitar strings and accessories, today announced an imaginative new signature guitar with GRAMMY® award winning musician and guitarist St. Vincent (a.k.a. Annie Clark). Envisioned and designed by St. Vincent with support from the award-winning engineering team at Ernie Ball Music Man, the unique electric guitar was crafted to perfectly fit her form, playing technique and personal style.

Crafted in Ernie Ball Music Man’s San Luis Obispo, California factory, the St. Vincent signature is available in black or custom Vincent Blue, a color hand-mixed by Annie. Featuring an African mahogany body, Ernie Ball Music Man tremolo, gunstock oil and hand-rubbed rosewood neck and fingerboard, St. Vincent inlays, Schaller locking tuners, 5-way pick up selector with custom configuration and 3-mini humbuckers, the guitar also comes complete with Ernie Ball Regular Slinky guitar strings.

St. Vincent debuted the guitar to the world as she took the stage at Taylor Swift’s Los Angeles concert this past Tuesday, August 25, 2015, to perform alongside Swift and legendary musician Beck. The St. Vincent Signature Ernie Ball Music Man guitar will retail for $1899 and is available for pre-order at [www.music-man.com](http://www.music-man.com).

“I’m extremely grateful to have been given the opportunity to design a guitar this personal with this company, this *family*, in whom I believe so completely,” says **Annie Clark (St. Vincent).** “The entirety of my experience as a guitarist is invested in this instrument. I sought to create a tool that would help and inspire those who share my priorities in a guitar, namely that it be comfortable and lightweight and that it exhibit clean lines, all without sacrificing tone flexibility. It is with pride that I present the St. Vincent Signature Ernie Ball Music Man Guitar.”

“Developing the St. Vincent model with Annie has been a highlight of my career,” says **Sterling Ball, CEO, Ernie Ball Music Man.** “In addition to being one of the finest guitar players I’ve worked with over the past 30 years, she’s equally, if not more, gifted as a guitar designer. I’m incredibly proud Annie chose us to help realize her vision. We’re honored to have her as part of our family”.

Photo file 1: EBMM\_StVincent.JPG

Photo caption 1: Ernie Ball Music Man presents the St. Vincent Signature Guitar.

Photo file 2: STV\_BLACK\_FRONT.JPG

Photo caption 2: The Ernie Ball Music Man St. Vincent Signature Guitar, in black.

Photo file 3: STV\_BLUE\_SIDE.JPG

Photo caption 3: Close-up view of the Ernie Ball Music Man St. Vincent Signature Guitar, in Vincent blue.

Photo file 4: TaylorSwift\_StVincent.JPG

Photo caption 4: Pictured L-R: Taylor Swift and St. Vincent, performing at L.A.’s Staples Center on Tuesday, August 25, 2015. St. Vincent debuted the Ernie Ball Music Man Signature Guitar at this performance. Photo credit: Getty Images. All rights reserved. © 2015.

**About Ernie Ball**

Ernie Ball was the first to offer rock strings with the creation of Slinkys®, the iconic light-gauge electric guitar strings that are widely revered by hundreds of guitar greats, including Jimi Hendrix, Eric Clapton, Keith Richards, Jimmy Page, The Edge and John Mayer. Ernie Ball further revolutionized the market by offering guitarists Custom-Gauge single strings. With its founder’s dedication to preserving the musician’s playing experience and delivering superior sound quality through the development of new products, the family-run company has been on a continued pursuit of innovation. Throughout the last decade, Ernie Ball has built on this foundation to develop strings that are uniquely superior and different, and as a result created Cobalt and M-Steel Strings. Ernie Ball Music Man is a division of Ernie Ball that manufactures an extensive collection of guitars, basses and amps as well as signature instruments designed by world-class musicians. Recognized as the benchmark of modern bass guitar design and manufacturing since introducing the Stingray bass in 1976, Ernie Ball Music Man guitars and basses are made for musicians all over the world and have been played by some of history’s greatest musicians including Steve Morse, John Petrucci, Keith Richards, Eddie Van Halen, John Fogerty, Tom Hamilton, Cliff Williams, and John Deacon. <http://www.ernieball.com/>

**About St. Vincent**

An incendiary live performer, gifted songwriter and musician, GRAMMY® award winning St. Vincent was born Annie Clark. She spent most of her childhood in Dallas, TX, where she began playing guitar at an early age. In 2007, Clark released her first album, 'Marry Me', as St. Vincent. The album was well received by critics, and in 2009, Clark released her sophomore effort, 'Actor'. It was a musical and lyrical step forward from her debut, and strong reviews coupled with St. Vincent's impressive live performances helped the album rise from the indie ranks to the mainstream charts. She continued her success into 2014 with the release of, ‘St. Vincent’ her fourth studio album. The hit record went on to top numerous 2014 best of lists, including NME, The Guardian and capped off her extraordinary year with a GRAMMY Award for Alternative Album. Annie Clark is constantly evolving her craft, both in song-writing and live performance. She has collaborated in the studio and on stage with a range of incredible artists, including Bon Iver and David Byrne. Clark has proven to be an omnipotent artistic force, one that will continue to challenge and trail blaze through the musical landscape for many years to come.

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