

**\*\*TIP SHEET FOR JANUARY 19-22, 2017\*\***

**Ernie Ball Revolutionizes Guitar Strings with Paradigm®**

*Premier string manufacturer displays new offerings at the NAMM Show in Anaheim*

*Game-changing strings are virtually unbreakable and come with a fully-backed 90-day guarantee*

**WHO**: **Ernie Ball**, the world’s premier manufacturer of guitar strings

**WHAT**: Company is showcasing its revolutionary new Paradigm guitar strings at NAMM, **booth 5440**. Paradigm represents 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. The strings feature a combination of Ernie Ball’s proprietary Everlast nanotreatment coupled with a breakthrough plasma process that further enhances the corrosion resistance like never before. They come in a variety of Ernie Ball’s most popular gauges for both electric and acoustic.

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. Check out the Paradigm videos here:

John Petrucci: <https://www.youtube.com/watch?v=sYRxU-Ni-vY>

Kenny Wayne Shepherd: <https://www.youtube.com/watch?v=oI6VGkSVpbA>

Come to **booth 5440** and experience these remarkable strings for yourself.

**WHEN**: January 19 – 22, 2017

**WHERE**: THE NAMM SHOW, ANAHEIM, CA.; Ernie Ball booth #5440

To schedule a dedicated editorial appointment, please contactRobert Clyne, Clyne Media, Inc. Robert@clynemedia.com