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**Acclaimed Documentary Series *Ernie Ball: The Pursuit of Tone* Continues to Gain Momentum with New Episodes and Industry Buzz**

– Award winning documentary series features influential guitarists and their incredible artistic journey and relationship with the guitar.

– Ernie Ball’s Executive Vice President of Marketing Dustin Hinz serves as creator and executive producer, leading the company’s original content development efforts and marking a continuation of Hinz’s longstanding award-winning partnership with DIRECTV –

**(Coachella, CA – July 26, 2016) –** Ernie Ball, the world's premier manufacturer of guitar strings, musical instrument accessories and volume pedals, has a bona fide hit in [Ernie Ball: The Pursuit of Tone](https://www.ernieball.com/thepursuitoftone), an acclaimed documentary series focusing on the sonic journeys of today’s most interesting and compelling guitarists. The series, co-developed with AT&T’s AUDIENCE Network, was created by Dustin Hinz, Ernie Ball Executive Vice President of Marketing, and is part 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.

Episodes to date, each 60 minutes long, include in-depth features on blues legend Buddy Guy, Social Distortion’s Mike Ness and The Cult’s Billy Duffy, and an episode with country wunderkind and five-time GRAMMY® nominee Hunter Hayes premiered July 22. Several more episodes are planned through 2016, featuring such figures as Tom DeLonge (Angels & Airwaves, Blink 182), James Valentine (Maroon 5), Butch Walker and others. The Buddy Guy and Mike Ness episodes were recently acknowledged with five Silver Telly Awards (the Tellys’ highest honor) and 15 Bronze Telly Awards.

Dustin Hinz joined Ernie Ball in February 2015, as part of company President Brian Ball’s strategic business plan. Hinz brought with him nearly two decades of experience producing broad-scale award-winning marketing campaigns, television series and digital programming, most notably as creator and executive producer of *Guitar Center Sessions* and the acclaimed documentary *Slash: Raised on the Sunset Strip*. Hinz’s longstanding partnership with DIRECTV and AUDIENCE Network served as a springboard for *Ernie Ball: The Pursuit of Tone*.

Hinz notes, “The Ball family is passionate about amplifying stories and artists that represent the endless creative drive that is core to who we all are as musicians. With *Ernie Ball: The Pursuit of Tone*, we highlight the journeys, sonic origins and influences that shape the sound of today’s most influential guitar players, while continuing to inspire music fans by inviting them into an often unseen world of their heroes’ creative process.”

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: DustinHinz.JPG

Photo caption 1: Dustin Hinz (foreground), Ernie Ball Executive Vice President of Marketing, on the set of *Ernie Ball: The Pursuit of Tone*.

Photo file 2: HunterHayes.JPG

Photo caption 2: Hunter Hayes, featured on *Ernie Ball: The Pursuit of Tone*.

Photo file 3: BuddyGuy.JPG

Photo caption 3: Buddy Guy, featured on *Ernie Ball: The Pursuit of Tone*.

Photo file 4: MikeNess.JPG

Photo caption 4: Mike Ness, featured on *Ernie Ball: The Pursuit of Tone*.

Photo file 5: BillyDuffy.JPG

Photo caption 5: Billy Duffy, featured on *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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