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**FOR IMMEDIATE RELEASE**

**Ernie Ball Introduces Overdrive and Ambient Delay Expression Effects Pedals**

*Ernie Ball effects pedals offer dynamic foot-control, giving players more sonic expression than traditional stomp pedals*

**(Summer NAMM Show, Nashville, TN – June 23, 2016) –** Ernie Ball (Booth 1122, Hall D), the world's premier manufacturer of guitar strings, musical instrument accessories and volume pedals, is displaying its recently introduced Expression Series effects pedals at Summer NAMM 2016. The new Expression Overdrive and Ambient Delay hybrid pedals for guitar and bass allow on-the-fly, dynamic foot-control, giving players more sonic expression than traditional stomp pedals in a road-worthy metal construction.

Ernie Ball’s Expression Overdrive and Ambient Delay pedals also come equipped with Ernie Ball’s newly engineered ultra-durable PVC-coated Kevlar cord and spring linkage for dependable performance under the most punishing conditions of professional use. The new design replaces the traditional Vectran string in the Ernie Ball VP and VPJR series.

The Ernie Ball Expression Overdrive delivers everything from a hint of natural tube-amp-like overdrive and rhythm crunch to searing lead tones. It features settings for drive, boost and tone, with a foot-sweepable overdrive control, making it effortless to go from clean to all-out growl and everything in between.

The Expression Series Ambient Delay hybrid provides 50 milliseconds to 1 second of delay time layered with reverb, for everything from slap-back to extended repeats. It features settings for delay time and feedback, reverb level, and a foot-sweepable effect level control to create anything from subtle textures to ambient soundscapes.

Both units come with a power supply, and are finished in polished gold and rose gold aluminum casings.

The Ernie Ball Expression Overdrive will be available Q4 2016, at $179.99 SRP/MAP.

The Expression Ambient Delay will be available Q4 2016, at $199.99 SRP/MAP.

Photo file 1: EB\_Pedals.JPG

Photo caption 1: Ernie Ball Expression Overdrive and Ambient Delay hybrid pedals

Photo file 2: EB\_Pedals\_PromoGraphic.JPG

Photo caption 2: Ernie Ball Expression Overdrive and Ambient Delay hybrid pedals promotional graphic

**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 and www.music-man.com.

**FOR MORE INFORMATION PLEASE CONTACT:**

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**Ernie Ball Music Man is exhibiting at Booth 1122 (Hall D) at the 2016 Summer NAMM Show in Nashville, TN.**