

**FOR IMMEDIATE RELEASE**

**Ernie Ball Introduces CradleTune – A Workbench in Your Gigbag**

*Ernie Ball CradleTune utilizes a tuner and tripod to provide an integrated, portable solution for quick and easy setups, maintenance, or string changes*

**(The NAMM Show, Anaheim, CA – January 19, 2017) –** Ernie Ball (Booth 5440), the world's premier manufacturer of guitar strings, musical instrument accessories, volume pedals, offers CradleTune, a powerful tool for guitarists.

CradleTune utilizes a tuner and tripod to provide an integrated, portable solution for quick and easy setups, maintenance, or string changes. The tuner attaches to the tripod, acting as the fixture, which holds the guitar at the headstock. The tripod pivots for multiple angles of setup to accommodate different instrument types and sizes including electric guitars, acoustic guitars, bass guitars, ukuleles and more. The tuner can also be quickly detached from the tripod for use as a clip-on practice tuner. The tripod folds up for a compact, durable design that easily fits into a gig bag or instrument case. The unit is powered by an included 3V lithium battery.

CradleTune Features:

• Works for guitar, bass, ukulele and more

• Great for string changes and basic maintenance

• Foldable, compact design

• Removable clip-on tuner

• Powered by 3V lithium battery (included)

The Ernie Ball CradleTune is now available, at $32.99 SRP/MAP.

Photo file 1: EB\_CradleTune\_Photo1.JPG
Photo caption 1: Ernie Ball Cradle Tune (application graphic)

Photo file 2: EB\_ CradleTune\_Photo2.JPG
Photo caption 2: Ernie Ball Cradle Tune

**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 5440 at the 2017 NAMM Show in Anaheim, CA.**