

**FOR IMMEDIATE RELEASE**

**Ernie Ball Displays Expanded Guitar Strap Line**

*Highlights include the new Ernie Ball Comfort Collection Series*

**(The NAMM Show, Anaheim, CA – January 19, 2017) –** Ernie Ball (Booth 5440), the world's premier manufacturer of guitar strings, musical instrument accessories, volume and expression pedals, is displaying its expanded line of guitar straps. Ernie Ball offers over 25 styles and multiple materials to choose from, ensuring that all guitarists will find the right strap to suit their style.

Making its debut is the Ernie Ball Comfort Collection Series, including neoprene and leather models. These new straps will add a higher level of comfort, great for redistributing instrument weight and particularly suited for those with existing ailments, aches or chronic pain. The Neoprene strap material is offered in a 2.5” width and is ultra-durable, flexible, and cushiony allowing for several hours of playing time without discomfort. The Chestnut and Black leather strap feature “Fur Sherpa” synthetic fur lining which helps conform to the shoulder area also allowing for added comfort. All leather straps are imported from Futura Leathers in Vicenza, Italy and feature a deluxe top grain with a fabulously soft feel, and their uniform, plain colors offer a stylish, timeless quality. Adjustable lengths from 38” - 61”(Fur Sherpa leather) and 46”- 54”(Neoprene). SRP/MAP: $29.99-$69.99

Also, Ernie Ball is displaying other popular models from its strap line:

The **Polylock Strap**, available in black, features a patent-pending design that makes it easy to securely attach the strap to the instrument, without the need for modification or bulky hardware. Simply fasten your Ernie Ball PolyLock Strap to the existing strap buttons on virtually any electric guitar or bass, and you're set. Features black two-inch-wide Polypropylene material. Adjustable length from 38" - 67". SRP/MAP: $29.99

The **Polypro Strap**, the world’s best selling guitar strap is available in 11 different designs, features durable and comfortable two-inch-wide Polypropylene webbing (colors will not bleed and will not stretch). Straps have been machine-stitched to quality black leather ends (EB logo stamped in gold print) for absolute maximum strength and longevity. Black Delrin adjustable buckle and connector further enhance durability and good looks. Adjustable length 41" to 72". SRP/MAP: $6.99

The **Joe Bonamassa Red Foil Leather Guitar Strap** features two-inch-wide bright red foil with Joe Bonamassa emblem on premium leather. Adjustable up to 59". SRP/MAP: $38.99

**Classic Jacquard Straps** are the world's number-one Polypro guitar strap, now available in nine stylish new designs featuring embroidered leather ends with durable yet comfortable Polypropylene webbing. Designs include Santa Fe, Purple Sunset, Regal Black, Barcelona, Indigo Orchid, Imperial Paisley, Vintage Weave, California Weave and Royal Bloom. SRP/MAP: $17.99

Lastly, the **Tweed Strap** features a durable and comfortable two-inch-wide vintage design. Like the Polypro Strap, the Tweed Strap includes quality leather ends and black Delrin adjustable buckle and connector to further enhance durability and good looks. Adjustable length 41" to 72". SRP/MAP: $17.99

Photo file: EB\_Straps.JPG

Photo caption: Selections from Ernie Ball’s guitar strap line.

**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.**