

**FOR IMMEDIATE RELEASE**

**Ernie Ball Music Man Offers Updated St. Vincent Guitars**

*New color options and features available for award winning guitar line*

**(The NAMM Show, Anaheim, CA – January 19, 2017) –** Ernie Ball Music Man (Booth 5440), one of the world’s premier guitar and bass manufacturers, has expanded its acclaimed St. Vincent signature guitar line.

Envisioned and designed by Annie Clark (St. Vincent) in collaboration with the award-winning engineering team at Ernie Ball Music Man, and crafted in the company’s San Luis Obispo, California factory, this unique electric guitar was crafted to perfectly fit her form, playing technique and personal style. Featuring an African mahogany body, Ernie Ball Music Man tremolo, gunstock oil and hand-rubbed rosewood neck and fingerboard, St. Vincent inlays, Schaller locking tuners, 5-way pick up selector with custom configuration and 3-mini humbuckers, the guitar also comes complete with Ernie Ball Regular Slinky guitar strings.

New/updated product features:

* Stealth Black color package features a maple neck completely finished in matte black with an ebony fretboard and matte black finish and black hardware
* Heritage Red translucent finish featuring parchment pickguard and Gold Hardware
* Additional new Tobacco Burst and Polaris White color options with chrome hardware

The Ernie Ball Music Man St. Vincent guitar is currently available in the following colors: St. Vincent Blue, Stealth Black, Tobacco Burst, Heritage Red and Polaris White, starting at $1,899.99 SRP/MAP.

Photo file 1: MM\_StVincent\_PolarisWhite.JPG

Photo caption 1: Ernie Ball Music Man St. Vincent Artist Series guitar in Polaris White

Photo file 2: MM\_StVincent\_StealthBlack.JPG

Photo caption 2: Ernie Ball Music Man St. Vincent Artist Series guitar in Stealth Black

Photo file 3: MM\_StVincent\_TobaccoBurst.JPG

Photo caption 3: Ernie Ball Music Man St. Vincent Artist Series guitar in Tobacco Burst

Photo file 4: MM\_StVincent\_HeritageRed.JPG

Photo Caption 4: Ernie Ball Music Man St. Vincent Artist Series guitar in Heritage Red

**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:**

Robert Clyne | Clyne Media Inc.| Robert@clynemedia.com

**Ernie Ball Music Man is exhibiting at Booth 5440 at the 2017 NAMM Show in Anaheim, CA.**