

**FOR IMMEDIATE RELEASE**

**Ernie Ball Music Man Announces 30th-Anniversary StingRay5 Bass**

**(The NAMM Show, Anaheim, CA – January 19, 2017) –** Ernie Ball Music Man (Booth 5440), one of the world’s premier guitar and bass manufacturers, will display its new 30th-Anniversary StingRay5 bass.

Since its introduction in 1987, the StingRay5 has been embraced as one of the world’s most innovative bass designs. The new anniversary edition sports a transparent buttercream finish with red tortoise-shell pickguard, and is highlighted by a roasted figured maple neck. A choice of maple or rosewood fingerboard is accented with white binding, white position markers and stainless steel frets. The preamp and pickup are exclusive to this anniversary model, providing ample punch. Each instrument ships with a hand-signed certificate of authenticity.

The Ernie Ball Music Man 30th-Anniversary StingRay5 bass will be available for pre-sale beginning March 3, starting at $2,399.99 SRP/MAP.

Photo file 1: MM\_StingRay5\_Front.JPG

Photo caption 1: Ernie Ball Music Man 30th-Anniversary StingRay5 bass

Photo file 2: MM\_StingRay5\_Rear.JPG

Photo caption 2: Ernie Ball Music Man 30th-Anniversary StingRay5 bass (rear)

**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.**