

**FOR IMMEDIATE RELEASE**

**Ernie Ball Music Man Updates StingRay and Cutlass Guitar Lines and Introduces HSS Pickup Configuration for Cutlass**

**(The NAMM Show, Anaheim, CA – January 19, 2017) –** Ernie Ball Music Man (Booth 5440), one of the world’s premier guitar, bass and amp manufacturers, is displaying its line of Cutlass and StingRay guitars at NAMM 2017. Updates include two new colors of StingRay guitars and the introduction of an HSS pickup configuration for the Cutlass guitar.

StingRay guitars:

The Ernie Ball Music Man StingRay guitar pays homage to the vintage styling and cosmetic appeal of Leo Fender’s original Music Man models. Updated vintage spec electronics, super smooth vintage tremolo system, and lightweight African mahogany body is a welcome refinement to this new modern rendition. Oversized 4-over-2 headstock with straight string pull for superior tuning stability and flawless craftsmanship throughout make this new modern classic a perfect culmination of old-world aesthetics and styling with modern design and playability. New Coral Red and Charcoal Frost colors have been announced. Currently available, with SRP/MAP starting at $1,599.00.

HSS Cutlass guitar:

The highly anticipated HSS edition Cutlass guitar retains all of the familiar elements of the original Cutlass with the addition of a humbucking bridge pickup. Features include alder body, oversized 4-over-2 headstock and super smooth modern tremolo. The Ernie Ball Music Man custom-wound ceramic humbucker is a medium output pickup that complements the single coils perfectly yet has plenty of crunch for heavy rhythm work and biting lead tones. Now available in two new color options: Coral Red and Charcoal Frost. Pre-sale begins May 11, with SRP/MAP starting at $1,649.00.

Cutlass SSS:

The Ernie Ball Music Man Cutlass guitar pays homage to the vintage styling and cosmetic appeal of Leo Fender’s original Music Man models. Updated vintage spec electronics, super smooth vintage tremolo system, and lightweight alder body is a welcome refinement to this new modern rendition. Oversized 4-over-2 headstock with straight string pull for superior tuning stability and flawless craftsmanship throughout make this new modern classic a perfect culmination of old-world aesthetics and styling with modern design and playability. New Coral Red and Charcoal Frost colors have been announced. Currently available, with SRP/MAP starting at $1,599.00.

Photo file 1: MM\_StingRayGuitar\_CharcoalFrost.JPG

Photo caption 1: Ernie Ball Music Man StingRay guitar in Charcoal Frost

Photo file 2: MM\_StingRayGuitar\_CoralRed.JPG

Photo caption 2: Ernie Ball Music Man StingRay guitar in Coral Red

Photo file 3: MM\_CutlassHSS\_CharcoalFrost.JPG

Photo caption 3: Ernie Ball Music Man Cutlass guitar (HSS pickup configuration) in Charcoal Frost

Photo file 4: MM\_CutlassSSS\_CharcoalFrost.JPG

Photo caption 4: Ernie Ball Music Man Cutlass guitar (SSS pickup configuration) in Charcoal Frost

Photo file 5: MM\_CutlassSSS\_CoralRed.JPG

Photo caption 5: Ernie Ball Music Man Cutlass guitar (SSS pickup configuration) in Coral 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:**

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