

**FOR IMMEDIATE RELEASE**

**Ernie Ball Music Man Unveils Dustin Kensrue Artist Series StingRay Guitar**

**(The NAMM Show, Anaheim, CA – January 24, 2019) –** Ernie Ball Music Man (Booth **4320, D5**), one of the world’s premier guitar and bass manufacturers, has begun a new Artist Series, where noted artists leave their stamp on existing models from the brand’s acclaimed instrument lines. Dustin Kensrue (Thrice) has helped develop the Dustin Kensrue Artist Series StingRay guitar.

This guitar features a lightweight African mahogany body with satin vintage tobacco burst finish and dark tinted satin maple neck. The H-S combination of a humbucking bridge pickup and a single coil neck pickup adds new sonic variations to the Stingray's palette of tones. Electronics include a simplified control layout with stacked tone and volume pot, a three-way pickup selector switch that elicits a variety of humbucking and single coils options, and an added push button switch that toggles the output between a mono output with volume and tone controls engaged, or a stereo output where each pickup is sent directly to either the tip or the ring. Other specifications include standard Stingray appointments with 22 stainless steel frets, Ernie Ball Music Man tremolo system, Schaller locking tuners and asymmetric neck carve with 10" radius. The neck plate is laser etched with a custom Kensrue logo to signify its Artist Series designation. Limited production of 25 pieces worldwide.

Ernie Ball Music Man Dustin Kensrue Artist Series StingRay guitar specs:

* Lightweight African mahogany body
* Custom satin vintage Tobacco finish
* Ernie Ball Music Man custom wound humbucking and single-coil pickups
* 3-way pickup switch with push button for bridge humbucking mode only
* Simplified controls with stacked tone and volume pot
* Dark vintage tint satin finished maple neck
* Custom laser-etched artist series neck plate
* 22 Stainless steel frets

Kensrue stated, “Ernie Ball Music Man guitars far and away feel and play better than any instrument I’ve ever owned. The company’s level of care, craftmanship and attention to detail are amazing! It’s truly an honor to partner with them on my Artist Series StingRay guitar.”

The Ernie Ball Music Man Dustin Kensrue Artist Series StingRay guitar will be available May 2019 with U.S. pricing of $2499.00.

Photo file: DustinKensrue\_ArtistSeries.JPG

Photo caption: Ernie Ball Music Man Dustin Kensrue Artist Series StingRay guitar

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, keeping 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.

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FOR PRODUCT INFORMATION, PLEASE CONTACT:

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Ernie Ball/Music Man is exhibiting at Booth 4320, D5 at the 2019 NAMM Show in Anaheim, California.