

**FOR IMMEDIATE RELEASE**

**Ernie Ball Music Man Announces Jason Richardson Artist Series Cutlass 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. Jason Richardson (All Shall Perish, Chelsea Grin, others) has given his input on the Jason Richardson Artist Series 7-string Cutlass guitar.

This new guitar features dual humbucking pickups with trans alder body and Buckeye Burl top. The figured roasted maple neck with ebony fingerboard is highlighted with 24 medium jumbo stainless steel frets, 15-inch radius and a slender neck carve for very fast playability. The guitar’s contoured lower body horn is a unique feature allowing for extreme upper fret access to all 24 frets. Ernie Ball Music Man 7-string pickups are custom-wound to Jason's exact specifications, offering heavy crunch rhythm tones and a clear bright top end for endless soloing. Electronics include a volume control with up to 20dB of boost and push tone potentiometer that, via the three-way pickup selector, offers some exciting coil tapping options. Other specifications include Ernie Ball Music Man Cutlass floating tremolo, all black hardware, and Schaller locking tuners. The neckplate is laser-etched with a custom Jason Richardson signature logo to signify its Artist Series designation. Limited production of 100 pieces worldwide.

Ernie Ball Music Man Jason Richardson Artist Series 7-string Cutlass guitar specs:

* Lightweight Alder Body with Buckeye Burl Top
* Select Figured Roasted Maple Neck with Ebony fingerboard
* Custom Ernie Ball Music Man 7 String humbucking pickups
* Custom Contoured lower horn for extreme upper fret access
* Push Volume pot for up to 20db boost
* Custom Laser etched Artist Series Neck Plate
* 24 Stainless Steel frets
* 3-way Selector Switch and push Tone pot for humbucker and coil tapped selection
* All Black hardware

Richardson remarked, "Pretty crazy that I saved up for my favorite guitar player’s signature model at 14 years old, and now I have my own a little over a decade later! I’m incredibly stoked on how this guitar came out. I knew it was going to be ripper no matter what, being an Ernie Ball Music Man, but it's exceeded expectations in all aspects – on everything from the playability, controls, pickups and satin finish to the Buckeye top, Ernie Ball Music Man utterly crushed it with this one!"

The Ernie Ball Music Man Jason Richardson Artist Series 7-string Cutlass guitar will be available July 2019 with U.S. pricing of $3399.00.

Photo file: JasonRichardson\_ArtistSeries.JPG

Photo caption: Ernie Ball Music Man Jason Richardson Artist Series Cutlass 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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Ernie Ball/Music Man is exhibiting at Booth 4320, D5 at the 2019 NAMM Show in Anaheim, California.