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**Ernie Ball Announces Expansion of Industry-Leading Slinky String Line**

*The line features several new gauge combinations, expanding the sonic palette offered by this acclaimed range of electric guitar strings*

(Coachella Valley, CA – January 16, 2020) – Ernie Ball, the world’s leading manufacturer of guitar strings, musical instruments and accessories, is proud to announce the addition of new Slinky gauges to its world-famous Slinky line of electric guitars strings These additional gauge combinations that have been constructed after years of Slinky guitar player feedback from all genres of music.

Coming March 2020, Turbo, Mondo, Skinny Top Beefy Bottom, and Mighty Slinky guitar sets feature the same great bright and balanced tone that Slinkys are known for, in new never-before-offered combinations. All sets feature nickel-plated steel wrap wire around a tin-plated hex core for that iconic Slinky feel and tone that players have relied on for decades.

Turbo Slinkys (9.5, 12, 16, 26, 36, 46) sit neatly between Regular Slinkys and Hybrid Slinkys while providing a balanced, comfortable feel across all six strings. This combination is perfect for players who are looking for added playability with minimal differences in tone and tension.

Mondo Slinkys (10.5, 13.5, 17.5, 30, 42, 52) are ideal for plays who prefer a heavier low end with only a slight difference in tension on the plain strings.

Skinny Top Beefy Bottom Slinkys (10, 13, 17, 32, 44, 54) combine the lighter playability of the Regular Slinky set with slightly heavier wound strings than the popular Beefy Slinky set. This combination is the ultimate for lead players who love to bend for solo work coupled with an even beefier bottom end for rhythm and chords.

Mighty Slinkys (8.5, 11, 15, 22w, 30, 40) sit between the popular Super Slinky and Extra Slinky strings while providing a fast, light tension across all six strings.

Coming July 2020,Ernie Ball will welcome three additional gauge combinations. Hyper, Magnum, and Skinny Top Heavy Bottom 7-String Slinky guitar sets feature the same great bright and balanced tone that Slinkys are known for, in new never-before-offered combinations. All sets feature nickel-plated steel wrap wire around a tin-plated hex core for that iconic Slinky feel and tone that players have relied on for decades.

Hyper Slinkys (8, 11, 14, 24w, 32, 42) sit neatly between the popular Super Slinky and Extra Slinky strings while providing a light, fast feel with slightly less tension on the top strings. This combination is perfect for players who are looking for added playability with minimal differences in tone and tension to the Super Slinky strings.

Magnum Slinkys (12, 16, 22w, 32, 44, 56) are ideal for players who prefer a heavier set with a wound G. This combination is perfect for players who want optimal tension at drop tunings for heavy riffs and chugging chords.

Skinny Top Heavy Bottom 7-String Slinkys (10, 13, 17, 30, 42, 52, 62) extend the popular 6-string gauge combination for 7-string players. This set is the ultimate mixture for lead players who love to bend for solo work coupled with a heavy bottom end for rhythm and chords.

Photo file: MightySlinky.JPG

Photo caption: Ernie Ball Mighty Slinky strings

Additional high-res photos of the new Slinky sets are available [here](https://www.dropbox.com/sh/a9bzn514jzh2ynq/AABxXHSHVmtLh58Z0VpviAf7a/EB/New%20Slinkys/Images?dl=0&subfolder_nav_tracking=1).

**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](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.ernieball.com&d=DwMFaQ&c=qwStF0e4-YFyvjCeML3ehA&r=xIU6crmdZ1jU5Lv7Z0KzByyl-bxmhhv06yjTt9qHHBc&m=mRAdxnLLAzitGZkD8nMXfiDUadqN8escqrl8lboJOlI&s=EhQSAJ49BKQptPTirrWNsvFp1wNC6KRReSJVanpLLlg&e=) and [www.music-man.com](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.music-2Dman.com&d=DwMFaQ&c=qwStF0e4-YFyvjCeML3ehA&r=xIU6crmdZ1jU5Lv7Z0KzByyl-bxmhhv06yjTt9qHHBc&m=mRAdxnLLAzitGZkD8nMXfiDUadqN8escqrl8lboJOlI&s=FtBtVAoldcmVD3WnTrDfl1lPkaW_dVW72uFLozFRcJw&e=).

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