****

**FOR IMMEDIATE RELEASE**

**Ernie Ball Introduces New Artist Film Series: *STRING THEORY***

*Web series featuring top guitar players highlights new Ernie Ball website*

**(San Luis Obispo, CA – June 6, 2016) –** [Ernie Ball](http://www.ernieball.com), the world’s leading manufacturer of electric, acoustic and bass strings, guitars and accessories, introduces a new artist webseries, Ernie Ball *String Theory*, as the cornerstone of its revamped website.

Ernie Ball *String Theory* features a selection of the company’s most innovative and influential brand ambassadors as they talk about the sonic origins of their tone and playing styles. Episodes currently on the site include **Paul Gilbert***(Racer X, Mr. Big)*, **Josh Carter** *(Phantogram)*, **Steve Stevens** (*Billy Idol*), **Dustin Kensrue***(Thrice),* **Bobb Bruno** (*Best Coast*), **Joe Don Rooney** (*Rascal Flatts*) and **Ilan Rubin** (*Nine Inch Nails*, *Angels & Airwaves*, *Paramore*), among others. Created and produced by Ernie Ball, the series is filmed in the intimate, familiar surroundings of home studios where artists can pick up their guitars and demonstrate skills and tricks they’ve learned on their lifelong exploration of the instrument. New episodes featuring artists across multiple genres, including **Joe Bonamassa**, **Steve Vai, The White Buffalo, Butch Walker, 311** and **Kenny Wayne Shepherd**, are currently in the works.

The new Ernie Ball website goes beyond a full online menu of product information on their industry-leading line of products including electric, bass, acoustic and specialty guitar strings, volume pedals and accessories to encompass innovative music-centric content. The site upgrades underscore the family-owned company's well-established position of making quality electric guitar and bass strings since 1962. Ernie Ball pioneered the famous "Slinky" rock and roll custom string gauges that virtually all string manufacturers now use, setting an industry standard for over 50 years.

In addition to *String Theory,* the updated site features *Our Family of Artists*, an extensive photo gallery of guitar players who play Ernie Ball strings (including **Keith Richards**, **Eric Clapton**, **Jimmy Page**, **Pete Townshend**, **Joe Walsh**, **St. Vincent,** **Elvis Costello** and more); *Play Warped*, a rebranding of the iconic *Ernie Ball Battle of the Bands* platform, which is celebrating its 20th year and gives bands a chance to win a slot to perform at the Warped Tour mainstage; the Ernie Ball blog, which provides updates on current Ernie Ball artist news, as well as string buying guides and more; and links to episodes of *Ernie Ball: The Pursuit of Tone*, the singular documentary series created and produced in-house that airs on AT&T Audience Network.

Other features on the site include tone profiles; string comparison charts; product content; a new, streamlined shopping experience, which supports local dealers via a Shopatron integration; and 3D-animated string renderings showcasing ball end, core and wrap wire technologies.

“We’ve been a family-owned company for three generations, and we’re committed to being an American company,” says Brian Ball, President of Ernie Ball. “Since 1962, when we first started creating tools for musicians, it’s always been about artist relationships. Our new website lets us raise the bar even higher with superior product and an ongoing stream of award-winning creative content for and by musicians – all of it produced in-house.”

Photo file 1: EB\_StringTheory.JPG

Photo caption 1: The landing page for Ernie Ball’s *String Theory* series

Photo file 2: EB\_HomePage\_JimmyPage.JPG

Photo caption 2: The Ernie Ball homepage; shown is a slide featuring legendary guitarist Jimmy Page.

Photo file 3: EB\_ScreamingEagles.JPG

Photo caption 3: The Ernie Ball homepage; shown is a slide featuring a selection of Ernie Ball products.

**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:**

Ed James | ANTHEMIC | 615-819-2051 | [Ed@anthemicagency.com](mailto:Ed@anthemicagency.com)

Robert Clyne | Clyne Media Inc.| [Robert@clynemedia.com](mailto:Robert@clynemedia.com)