

**FOR IMMEDIATE RELEASE**

**Ernie Ball Music Man Debuts 2017 line of John Petrucci Majesty Guitars**

**(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, introduces its new Monarchy Series John Petrucci Majesty guitars for 2017.

The Monarchy Series features a highly flamed maple shield seated in an African Mahogany body. While previous models have featured a completely matte finish, the Monarchy series features a glossy finish on the front and a matte finish on the back for a luxurious look and feel. Equipped with DiMarzio Sonic Ecstasy pickups and a piezo bridge, the Monarchy series offer a versatile palette of tones.

Petrucci remarked, “The Sonic Ecstasy pickups have upped the game tremendously, making the Majesty guitars sound bolder, richer, clearer, and even more versatile and expressive than their predecessors.”

These guitars are available in six- and seven-string models in four exciting new finishes: Black Knight, Majestic Purple, Royal Red and Imperial Blue.

Petrucci added, “You have to hold one in your hands and see how gorgeous they are in person to truly appreciate the level of artistry that has gone into these instruments. I’m really just blown away by the continued innovation and spirit that EBMM infuses into these awe-inspiring instruments.”

The Ernie Ball Music Man Monarchy Series John Petrucci Majesty guitars will be available for pre-sale beginning April 3, and in stores May 1, starting at $2,999.99 SRP/MAP.

Photo file 1: MM\_JP\_Majesty\_BlackKnight.JPG

Photo caption 1: Ernie Ball Music Man Monarchy Series John Petrucci Majesty guitar in Black Knight finish

Photo file 2: MM\_ JP\_Majesty\_MajesticPurple.JPG

Photo caption 2: Ernie Ball Music Man Monarchy Series John Petrucci Majesty guitar in Majestic Purple finish

Photo file 3: MM\_ JP\_Majesty\_RoyalRed.JPG

Photo caption 3: Ernie Ball Music Man Monarchy Series John Petrucci Majesty guitar in Royal Red finish

Photo file 4: MM\_ JP\_Majesty\_ImperialBlue.JPG

Photo caption 4: Ernie Ball Music Man Monarchy Series John Petrucci Majesty guitar in Imperial Blue finish

**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:**

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

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