

**FOR IMMEDIATE RELEASE**

**Ernie Ball Music Man Unveils Limited-Edition Steve Lukather “Luke 3” BFR 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, is introducing its limited-edition Steve Lukather “Luke 3” Tumescent BFR (Ball Family Reserve) guitars, limited to 300 instruments worldwide.

Autographed by legendary guitarist Steve Lukather himself, the BFR Luke 3 features a grain-filled African mahogany body and Honduran mahogany neck. 22 stainless steel frets and mother-of-pearl inlays sit atop a bound ebony fretboard. DiMarzio transitions pickups and a 20+ dB gain boost provide a versatile range of tones from meaty low mids to screaming highs. Complete with black hardware and available in HH and HSS pickup configurations, the Tumescent BFR Luke 3 will satisfy even the most discerning of players.

The Ernie Ball Music Man Steve Lukather “Luke 3” Tumescent BFR guitar will be available for pre-sale beginning March 3, starting at $2,999.99 SRP/MAP.

Photo file 1: MM\_LukeBFR\_Front.JPG

Photo caption 1: Ernie Ball Music Man Steve Lukather “Luke 3” Tumescent BFR guitar

Photo file 2: MM\_LukeBFR\_Rear.JPG

Photo caption 2: Ernie Ball Music Man Steve Lukather “Luke 3” Tumescent BFR guitar (rear)

**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:**

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