

**FOR IMMEDIATE RELEASE**

**Ernie Ball Music Man Introduces Passive Short-Scale StingRay Bass**

**(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, is debuting a passive short-scale StingRay bass. This passive short-scale bass (30") offers a thumpy big round sound in a convenient smaller package. As many musicians know, short-scale basses can be a welcome addition in the studio or for use in any live application, as the smaller scale length increases playability and portability.

The body of the new short-scale StingRay bass is made from Ash and the neck is hard rock maple with maple or rosewood fingerboard. The bass features a unique Music Man pickup with neodymium magnets designed specifically for this model to give it its signature warm tone

The electronics package includes three-way rotary switch featuring parallel, true single coil and series modes. All three pickup selections’ audio signal can be augmented by a bass boost found by engaging the push volume pot. Like its big brother the Stingray Special, the short scale bass comes standard with a modern classic bridge, 22 stainless steel frets and new lightweight Music Man tuning machines. The instrument will be available in Ultra Blue Marine or Raspberry Pearl finishes.

Ernie Ball short-scale StingRay bass specs:

* Ash body
* 30" scale length
* New arm contour rounded for more playing comfort at different playing positions
* Ernie Ball Music Man top loaded chrome plated, steel bridge plate with nickel plated steel saddles
* Three-position rotary switch with parallel, single coil and series modes
* Neodymium magnets for higher output
* Push volume pot features boost when engaged
* 5-Bolt contoured neck joint on the body
* 22 stainless steel frets

The Ernie Ball short-scale StingRay bass will be available October 2019 with U.S. pricing of $1999.00.

Photo file: ShortScale\_StingRay\_Bass\_Blue.JPG

Photo caption: Ernie Ball Music Man Short-Scale StingRay Bass in Ultra Blue Marine

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.

FOR PRESS INQUIRIES, PLEASE CONTACT:

Clyne Media, Inc. / info@clynemedia.com

FOR PRODUCT INFORMATION, PLEASE CONTACT:

Ernie Ball Customer Service / customerservice@ernieball.com

Ernie Ball/Music Man is exhibiting at Booth 4320, D5 at the 2019 NAMM Show in Anaheim, California.