



COACHELLA, Calif. - In March of 2009 the Ernie Ball Company will take their niche for finding unsigned talent and jump on board one of the most anticipated cruises to set sail since The Mayflower. Mayercraft Carrier 2, hosted by Grammy Award winning artist John Mayer and produced by Atlanta-based Sixthman, will take passengers on a 5-day/4-night adventure cruise from Los Angeles, CA to Cabo San Lucas, Mexico. Along the way guests will enjoy non-stop live music and theme nights that are all sure to live up to John Mayer's everlasting quest for a good time.

This year's Mayercraft Carrier has an added dose of excitement as Ernie Ball will once again play host to a world-renowned Battle Of The Bands competition. Unsigned bands as well as singer-songwriters from across the globe will have the opportunity to upload their best mp3s by logging onto <http://www.playmayercraft.com/> and see if they have what it takes to join the likes of John Mayer, O.A.R., Guster and others on stage at one of 2009's most sought after musical events. Ernie Ball has engaged FameCast to power the submission site for "Play Mayercraft," using FameCast's proprietary contest management platform to collect and present each band's songs and rank them using a variety of metrics such as online fan voting and community engagement.

"Partnering with the Mayercraft Carrier 2 was a natural fit for Ernie Ball," said Brian Ball of Ernie Ball. "This program is our way of giving back to the bloodline of our consumer base, as opportunities to play live at major festivals are few and far between."

As an official sponsor of Mayercraft Carrier 2, Ernie Ball will also become an integrated part of the cruise, with signage onboard the ship and brand association in Mayercraft Carrier 2 print and online advertising. The sponsorship was developed and secured by Nashville-based TVX Group, Sixthman's exclusive sponsorship firm.

Log onto <http://www.ernieball.com/> for updates on this and other Ernie Ball events.