



FOR IMMEDIATE RELEASE

***Elixir*® Strings announces new US distribution partnership with St. Louis Music**

ELKTON, MD (March 30, 2016). *Elixir* Strings today announced St. Louis Music as the latest addition to its network of US distributors. Working in partnership across the United States, the new collaboration is destined to offer more purchasing choices to retailers. Customers benefit by having expedient access to the full line of *Elixir* Strings, that includes wrap metal and coating options in a full range of gauges for acoustic, electric and bass guitars, banjos and mandolins. In the industry, *Elixir* Strings is known as the pioneer of coated string technology, and for their great tone and long life.

"St. Louis Music is very excited to add *Elixir* Strings to our assortment," said Sr. Vice President of Sales, Robert E. Lee. "*Elixir* Strings is a must-stock brand and being able to offer it to our dealers is another way that St. Louis Music Marketplace continues to be a single-source stop for all of our dealers' needs."

"We are energized to be working with such an accomplished team from St. Louis Music," said *Elixir Strings* Global Sales Leader Lou DiPietro. "Ultimately our goals align, as we are both committed to bringing great service to the retailers in the US, so that they in turn can deliver high-quality *Elixir* Strings to the passionate music-makers."

About Elixir Strings

Elixir Strings is the pioneer of coated string technology. *Elixir* Strings is the only brand to coat the entire string including the outer string and the gaps between the windings. Therefore, the strings are protected from debris that builds up, contaminates strings and kills tone. As a result, *Elixir* Strings retain their tone longer than any other string, uncoated or coated*. *Elixir* Strings are available in several metal and coating options in a full range of gauges for acoustic, electric and bass guitars, banjo and mandolin.

* *Elixir* Strings player survey

Today, *Elixir* Strings are installed as original equipment by a growing list of premium acoustic guitar luthiers such as Taylor Guitars, Lakewood Guitars, McPherson, Maton, Carvin and Goodall Guitars as well as discerning electric guitar and bass manufacturers including Ibanez, Tom Anderson Guitarworks, iGuitar, Carvin and Melancon Guitars. *Elixir* Strings are endorsed by many popular artists such as Eric Church, Miranda Lambert, Wayne Sermon, Nate Watts, Phil Keaggy and John Paul Jones.

About W.L. Gore & Associates, Inc

Elixir Strings are manufactured by W. L. Gore & Associates, Inc. Gore is a technology-driven company focused on discovery and product innovation. Well known for waterproof, breathable GORE-TEX® fabric, the company's portfolio includes everything from high-performance fabrics and implantable medical devices to industrial manufacturing components and aerospace electronics. Founded in 1958 and headquartered in Newark, Del., Gore posts annual sales of more than \$3 billion and employs more than 10,000 associates with manufacturing facilities in the United States, Germany, the United Kingdom, Japan and China, and sales offices around the world. Gore is one of a select few companies to appear on all of the U.S. "100 Best Companies to Work For" lists, including all 19 of the *Fortune* lists and three earlier books by the same name. The company also appears regularly on similar lists around the world. Learn more at gore.com.



About St. Louis Music

St. Louis Music/U.S. Band & Orchestra is one of the largest general distributors of musical instruments and accessories in North America. SLM is the owner of Austin Guitars, Knilling String Instruments, E.K. Blessing Brass & Sigma Guitars. The company is also the exclusive global manager and licensee of Alvarez & Alvarez-Yairi and the exclusive USA distributor of Dixon Drums and Hardware, Sabian Cymbals, P. Mauriat Brass and Woodwinds and Suzuki Violins. SLM also distributes over 250 brands of accessories to music stores across the USA.

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Contact for St. Louis Music

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