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Press release from Kala Brand Music Co.
For immediate release.



The U-Bass from KALA BRAND MUSIC CO. is a break-through innovation both in concept and sound. The booming sound and amazing bass tone that the pint-size instrument produces truly defies its size. You will do a double-take when you see one being played and then hear the booming sound this little guy puts out. It is a short-scale bass on a baritone ukulele body, but that is where the Ukulele part ends. It produces the same pitches as a standard bass guitar and is tuned in traditional bass tuning EADG. This unique product is the result of a collaborative effort between Kala Brand Music Co. and Owen Holt of Road Toad Music. Owen has been building his custom "Uke basses" for over 5 years and has seen his waiting list grow to over a year. This instrument is based on Owen's design featuring a 20 inch scale with 16 frets and is 1 13/16" wide at the nut . Our proprietary polyurethane strings incorporate a great bass feel, with balanced tension, and are a true pleasure to play. This instrument creates a deep, soulful sound that falls somewhere between an upright bass and a standard electric bass. It has custom Hipshot tuners and a passive Shadow pickup system that features 4 individual piezo elements and 4 individual compensated saddles. It has a solid Mahogany body and neck, rosewood fingerboard and bridge. Comes with a custom hard-foam case. Retail price \$599. Kala Brand Music Co. features over 120 models of ukulele and complete line of Uke Crazy Ukulele accessories, cases and bags. Kala Brand Music Co. also distributes Aquila Strings.

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Visit us at The Summer Namm Show July 17-19 Nashville, TN BOOTH # 1528

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