

EXPERIENCE HENDRIX, FENDER MUSICAL INSTRUMENTS & HARD ROCK INTERNATIONAL UNITE TO RAISE FUNDS FOR JIMI HENDRIX PARK FOUNDATION AND FENDER MUSIC FOUNDATION

FUNDS BENEFIT THE REDEVELOPMENT OF SEATTLE'S JIMI HENDRIX PARK AND FENDER'S MUSIC EDUCATION PROGRAMS.

SCOTTSDALE, Ariz. (August 30, 2012) — Jimi Hendrix® and Fender® are united once again, this time in the name of philanthropy. The two music giants have a long, rich legacy, and are collaborating with Hard Rock International on the Jimi Hendrix Signature Series: Edition 29 line of merchandise to raise funds for the redevelopment of Jimi Hendrix Park in Seattle and Fender Music Foundation.

"Janie L. Hendrix and Experience Hendrix, L.L.C. should be lauded for their support of the Jimi Hendrix Park Foundation and the Fender Music Foundation," said Larry Thomas, chief executive officer of Fender. "Thanks in part to her efforts the park will provide an inspirational destination for the citizens of Seattle. In addition, her support allows the Fender Music Foundation to make good on its promise to provide instruments to music education programs across the country."

The 2.5-acre Seattle neighborhood park was renamed Jimi Hendrix Park in 2006. Over the past year, a dedicated group of Seattle residents banded together to turn the dream of a park inspired by Jimi into reality. The concept takes the form of a guitar and spiral flower, and the frets of the guitar will incorporate a timeline of Jimi Hendrix's life. The group's proposed improvements will also include a shadow wave wall, interpretive walkways, enhanced landscaping, rain gardens and a central shelter for performances – all in an effort to serve as a beacon to youth, summoning them to unlock their imagination and

encourage them to pursue their dreams. While they've been able to raise nearly \$1 million to date, they still need to raise an addition \$1.1 million to fund the park's improvements.

In celebration of what would be Jimi's 70th birthday, Hard Rock launched the Jimi Hendrix Signature Series: Edition 29 T-shirt and pin, the former featuring a visual representation of the music legend's most recognizable songs on a guitar image designed collaboratively in 1970 by artist Alan Aldridge, creator of Hard Rock Cafe's iconic logo, and Hendrix. Hard Rock's limited-edition Jimi Hendrix Signature Series: Edition 29 merchandise is available online at www.hardrock.com and at Rock Shops at Hard Rock Cafes, Hotels and Casinos worldwide, with 15 percent of the retail price benefiting The Fender Music Foundation and Seattle's Jimi Hendrix Park Foundation.

For more information on the Jimi Hendrix Park Foundation, go to www.jimihendrixparkfoundation.org.

For more information on the Fender Music Foundation, go to www.fendermusicfoundation.org.

For more information on Hard Rock or to purchase Hard Rock's limited edition Jimi Hendrix Signature Series: Edition 29 merchandise, go to www.hardrock.com.

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About Jimi Hendrix Park Foundation

In 2006, the Seattle Parks and Recreation Department renamed the nearly 2.5-acre neighborhood park located in Seattle's Central District, Jimi Hendrix Park, with the goal of turning it into a community gathering space honoring this Seattle-born artist's extraordinary life and musical legacy. The Park lies adjacent to the old Colman School, which since 2008 has housed Seattle's Northwest African American Museum. Now, a dedicated group of Seattle residents has come together to turn the dream of a park inspired by a "West Coast Seattle Boy" (the artist's own description) into reality. Under the auspices of the Jimi Hendrix Park Foundation, the group has met for over two years, laying the groundwork for the development of a space that will draw visitors from across the globe. In keeping with the spirit of unity underlying the project as a whole, the Friends are committed

to seeking community input into every aspect of the Park, from fundraising to design to programming. At the core of this project is the belief - embodied best by Jimi Hendrix himself - that with talent, determination and passion, anything is possible. For more information or to support the cause, visit www.jimihendrixparkfoundation.org

About Experience Hendrix, L.L.C.

Founded by James "Al" Hendrix, and owned and operated by the family of Jimi Hendrix, Experience Hendrix, L.L.C. and its wholly owned subsidiary, Authentic Hendrix, LLC exclusively oversee and manage the legendary artist's internationally recognized copyrights, trademarks, and servicemarks on a worldwide basis. Lead since its inception, by a team of family members personally chosen by Al Hendrix during his tenure as Chairman, the companies today are headed by Jimi's sister, Janie L. Hendrix, President & CEO. Through their administration of his recordings, songs, name, likeness, and image, these companies oversee Jimi Hendrix's timeless legacy and continue to license and create products, services, and events that closely mirror Jimi's unique vision. For more information, visit www.jimihendrix.com.

About The Fender Music Foundation

The Fender Music Foundation believes that music participation is an essential element in the fabric of an enduring society. The Fender Music Foundation aims to keep music education alive and available in our nation's schools and communities. Founded in 2005, this public charity has reached over 147,000 people through its grants to music education programs. These grant recipients, which give more people the opportunity to make music, include school music classrooms, community based organizations and music therapy programs. Visit www.fendermusicfoundation.org to learn more about supporting the cause.

About Hard Rock International

With a total of 179 venues in 54 countries, including 140 cafes and 18 Hotels/Casinos, Hard Rock International is one of the world's most globally recognized brands. Beginning with an Eric Clapton guitar, Hard Rock owns the world's greatest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its

collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. In addition to the two flagship Seminole Hard Rock Hotels and Casinos in Tampa and Hollywood, Fla., Hard Rock Hotels/Casinos are located in Las Vegas, Biloxi, Orlando, Chicago, San Diego, Pattaya, Bali, Macau, Penang, Singapore, Punta Cana, Panama, Cancun and Vallarta. Additional hotel and casino projects planned to open include Riviera Maya in 2013 and Abu Dhabi in 2014. Additional announced hotel and casino projects include Aruba, Hungary and Northfield Park. Hard Rock International is owned by Seminole Hard Rock Entertainment, Inc. For further details on Hard Rock Hotels and Casinos, visit www.hardrockhotels.com. For more information on Hard Rock International, visit www.hardrock.com.

ABOUT FENDER

Since 1946, Fender has revolutionized music and culture as one of the world's leading musical instrument manufacturers, marketers, and distributors. Fender Musical Instruments Corporation (FMIC)—whose portfolio of owned and licensed brands includes Fender®, Squier®, Gretsch® guitars, Jackson®, EVH®, Charvel®, Bigsby®, and PreSonus® – follows a player-centric approach to crafting the highest-quality instruments and digital experiences across genres. Since 2015, Fender's digital arm has introduced a new ecosystem of products and interactive experiences to accompany players at every stage of their musical journey. This includes innovative apps and learning platforms designed to complement Fender guitars, amplifiers, effects pedals, accessories, and pro-audio gear, and inspire players through an immersive musical experience. FMIC is dedicated to unlocking the power of musical expression for all players, from beginners to history-making legends. In 2026, Fender celebrates 80 years of giving artists “wings to fly,” carrying on the vision of its founder, Leo Fender, and connecting players through a shared love of music.

CONTACT DETAILS

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COPY LINK

<https://fender.pr.co/271569-experience-hendrix-fender-musical-instruments-amp-hard-rock-international-unite-to-raise-funds-for-jimi-hendrix-park-foundation-and-fe/>