

FENDER® ACOUSTICS UNVEILS ADDITIONAL SUMMER 2012 MODELS

SCOTTSDALE, Ariz. (Aug. 30, 2012) — Fender Acoustic guitars announces the release of three additional summer models, the **CJ-290S Jumbo Flame Maple** acoustic guitar, **CJ-290SCE-12 Jumbo Flame Maple** 12-string acoustic model, and the diminutive and delightful member of the collection, the **Mino'Aka CE Concert** ukulele. The three additions join six previously released 2012 models, making for a versatile set of nine acoustic instruments suitable for all tastes and budgets.

Acoustic purists are sure to appreciate the **CJ-290S**. Previously available as an acoustic-electric cutaway model (the CJ-290SCE), the CJ-290S comes in a pure acoustic version with elegant flame maple back and sides, offering a grand sound with booming response, great balance and projection. Premium features include a solid spruce top with quartersawn scalloped X bracing, tortoiseshell pickguard and abalone rosette, Ivoroide binding, maple neck with dual-action truss rod, 20-fret rosewood fingerboard with smaller (3 mm) dot inlays, compensated rosewood bridge with bone saddle and abalone-dot black pins, gold hardware and factory-mounted forward strap button with internal block reinforcement.

The **CJ-290SCE-12** delivers a rich and bold sound with tons of bottom end and remarkable resonance. Features include flame maple back and sides, a solid spruce top with quartersawn scalloped X bracing, tortoise shell pickguard and abalone rosette, Ivoroid binding, maple neck with dual-action truss rod, 20-fret rosewood fingerboard with 3 mm dot inlays, compensated rosewood bridge with bone saddle and abalone-dot black pins, gold hardware, factory-mounted forward strap button with internal block reinforcement, and Fishman® preamp/pickup system with built-in tuner.

Fender's delightful concert ukulele, the **Mino'Aka** (Hawaiian for "smile"), now has a cutaway and onboard electronics so you can plug into your favorite amp and strum the South Sea nights away. Features include an all-koa body for lilting uke tone, aged body and fretboard binding, elegant acrylic abalone rosette, three-piece mahogany neck with

Telecaster®-style headstock, 19-fret rosewood fingerboard, high-gloss finish, Fishman® Kula preamp/pickup system with built-in tuner, and Aquila® Nylgut strings.

For more information, go to www.fender.com.

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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

GLOBAL MEDIA INQUIRIES

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