

GUILD® GUITARS RE-LAUNCHES OFFICIAL WEBSITE

SCOTTSDALE, Ariz. (April 5, 2012) – Guild guitars today announced the re-launch of its official website, www.guildguitars.com, unveiling a new theme and full range of re-designed features inspired by the brand's elegant look and feel.

"The re-launch of Guild's website represents a new, exciting direction for the brand," said Dave Gonzalez, product manager for Guild guitars. "It will enhance our online presence and make it easier for consumers to learn more about the brand and its products."

The revamped website delivers an intuitive navigation scheme that allows for users to find information quickly and efficiently. In addition, the site is fully optimized for mobile browsing, making it conveniently accessible for users on the go.

Other features include a content-rich news section, a full listing of Guild artists, complete product listings, dealer locators and more.

To experience the new Guild website, visit www.guildguitars.com

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About Guild Guitars

Guild® is a historic American guitar brand with a 59-year history of building fine musical instruments. With a reputation built on Old World craftsmanship, innovation, quality and value, Guild has established itself as one of the world's premier acoustic guitar manufacturers. Guild guitars are prized by players worldwide for their full, balanced sound, excellent playability and exceptional build quality. Guild Guitars – a tradition in tone since 1953! For more information, visit www.guildguitars.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

GLOBAL MEDIA INQUIRIES

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