

FENDER MUSICAL INSTRUMENTS CORPORATION ADDS FIRST EVER CHIEF MARKETING OFFICER

EVAN JONES TO FOCUS ON CONSUMER ENGAGEMENT AND BRAND REVITALIZATION

SCOTTSDALE, Ariz. (April 30, 2015) – Fender Musical Instruments Corporation, the world leader in guitars and music equipment, is hiring its first Chief Marketing Officer (CMO) to lead the company's global marketing strategies and initiatives. Jones is tasked with building deeper consumer connections with Fender® and its portfolio of brands.

"Hiring our first CMO is another milestone in our long-term plan to continue to engage consumers in unique ways with the Fender brand. We are incredibly excited to have Evan's multi-brand experience, leadership and passion for Fender leading our strategic marketing efforts," said Scott Gilbertson, who joined Fender as interim Chief Executive Officer in Spring 2014 after private equity firm TPG Growth invested in the company in 2012.

To this exciting time in Fender's history, Jones brings more than 18 years of experience leading omni-channel marketing efforts for global companies in the sports, gaming and lifestyle sectors. He most recently served as CMO of New Era Cap Co., and prior to that held marketing roles with Nike, Inc.; DC Shoes and Activision. Now Jones will bring his passion for music and Fender together with his years of experience marketing other iconic brands.

"I'm thrilled to be joining the Fender family to further build and lead our marketing and consumer engagement capabilities. I have a deep appreciation for the authenticity and evolution of Fender, and it's an honor to join the team," said Jones.

"We know the artists and consumers who play our instruments have a tremendous passion for what we make, and we know the landscape of musical expression is changing. I look forward to making sure our musicians continue to feel the same way about their Fender

instruments as I always have, and inviting more of the next generation of potential musicians to join the Fender Brand."

Jones will be based in Burbank, Calif.

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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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