

FENDER PLAY™ EMPOWERS A NEW WAVE OF PLAYERS WITH ADDITION OF UKULELE LESSONS

DIGITAL LEARNING APP EXPANDS INSTRUMENT LESSON OFFERINGS WITH UKULELE - INVITING ASPIRING PLAYERS TO MASTER CHORDS IN MINUTES

HOLLYWOOD, CALIF. (May 3, 2018) — Fender Musical Instruments Corporation (FMIC) and Fender Digital today announced the expansion of Fender Play to include ukulele lessons – helping brand-new players and beginners master chords and riffs in minutes. On the heels of the Fender Play app’s successful release for guitar in 2017, this lesson content is designed specifically for uke and makes learning to play an instrument even easier than before. Combine Fender’s California Coast Series Ukuleles with Fender Play and there are no excuses for new players who want to learn fast, while keeping cool this summer.

Just like guitar, ukulele lessons are bite-sized and delivered in high-quality video by experienced instructors. The fun selection of feel-good ukulele songs are familiar and easy to learn. New players will be encouraged to pick up and play as they progress quickly through lessons that are guided, active, integrated and song-driven.

“Ukulele is a very inviting instrument to play – and a great stepping stone to guitar – so we wanted to create a learning platform that’s just as welcoming, inspiring and portable as the instrument itself,” said Ethan Kaplan, General Manager of Fender Digital. “This comes at a time when universal appeal and affinity for the ukulele continues to grow. From the songs and artists to the sound and feel of the ukulele itself, no instrument captures summer better – whether you’re on a road trip, at music festivals, backyard BBQs or beach jam sessions with friends.”

The ukulele path follows the same structure as the guitar with an even more simplified approach, new skills to master and new faces, including:

- **NEW UKULELE INSTRUCTORS:** Acclaimed uke experts: Berklee College of Music alum Abe Lagrimas Jr., Cal Arts alum Abby Lyons and indie-folk musician Katie Norregaard
- **SONGS:** Learn songs, including:
 - *I Don't Know My Name* - Grace VanderWaal
 - *Riptide* - Vance Joy
 - *Hey There Delilah* - Plain White T's
 - *Cups* - Anna Kendrick
 - *Pumped Up Kicks* - Foster The People
 - *Let It Go* - Demi Lovato
- **CAMERA ANGLES:** An easy-to-see vertical “close up” finger placement camera angle
- **VARIETY:** A blend of musical styles that appeal to all players
- **PLAY & SING:** Courses teach players how to “play and sing” and understand the difference between the melody (what you sing) and rhythm (what you strum)
- **SKILLS:** 82 skills, including fingerstyle, and “world rhythms” including reggae and calypso strumming as well as montuno rhythm

Kick start the learning process – or new players can sign up for a free 30-day trial at Play.Fender.com and continue their journey for \$9.99 (USD) a month – with access to guitar lessons and bass soon. Additionally, new players have access to a year of unlimited lessons for \$89.99, empowering them to learn ukulele, electric or acoustic guitar at their convenience. Later, Fender Play will add bass lessons, as well as new R&B and metal genre paths for acoustic/electric guitar.

Fender Play for ukulele is available now on iPhone, iPad, Android devices and desktop. The app is available in the United States, United Kingdom and Canada, and can be accessed globally in 36 countries in English. Watch a preview of a sample ukulele lesson [here](#). Program and lifestyle images can be found [here](#).

To learn more about Fender Play, visit: play.fender.com. For additional information on new Fender products, such as the California Coast Series Ukuleles, and to find a retail partner near you, visit www.fender.com. Join the conversation on social media by following @Fender.

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ABOUT FENDER DIGITAL: Established in 2015, Fender Digital is a wholly owned division of Fender Musical Instruments Corporation (FMIC) dedicated to connecting a legacy brand with a new digital ecosystem of products and interactive experiences designed to accompany players, across genres, at every stage of their musical journey. Building on the iconic Fender name, Fender Digital designs and develops apps, websites, platforms and tools to complement Fender electric and acoustic guitars, amplifiers and pro-audio gear to inspire players through a 360-degree musical experience. Since its inception, Fender Digital has introduced Fender Tune® and Fender Tone™ for iOS and Android; Fender Play™ for iPhone®, iPad®, Android™ and Desktop; relaunched Fender.com with a refreshed product experience; and created Fender Connect® offering a platform for users to store their personalized information from Fender Digital platforms in one place, providing a universally connected experience.

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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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