

FENDER® ANNOUNCES ACQUISITION OF DUBLIN-BASED, SONIC LADDER

HOLLYWOOD, Calif. (April 25, 2017) – Fender today announced the acquisition of Sonic Ladder Ltd., a software development firm based in Dublin, Ireland, which took effect April 2015. The strategic acquisition marks a significant milestone for Fender Digital, as the brand continues to take a leadership role in the evolution of its digital suite of products – designed to inspire and enable aspiring players on their musical journey.

“We are thrilled to welcome Sonic Ladder to the Fender team as we continue to work toward building digital products for the next generation of musicians,” said Ethan Kaplan, Chief Product Officer and General Manager, Fender Digital. “The expansion of the team allows us to further enhance our capabilities as a digital learning resource for Fender players globally.”

Founded in 2010 by Dan Barry and Mikel Gainza, the Sonic Ladder team is comprised of accomplished software engineers, who have joined Fender as part of the Sonic Ladder integration. In 2012, the Sonic Ladder group launched [Riffstation](#), a unique digital application that allows users to import audio, learn basic guitar chords for any song, master riffs and create custom tracks for jam sessions in any musical genre.

With a new, cleaner full screen design, Riffstation web and iPhone users will continue to have access to a curated selection of top songs, popular and easy hits for beginners, simplified interaction, new songbook sorting functionality for easier access to favorite songs, as well as integration to the user’s Fender Connect account. At \$34.99, Riffstation Pro, the downloadable Windows and MacOS desktop version geared toward advanced players and students, will continue to allow users to upload any digital audio file from their personal music library. Top features include: tempo adjustment, key or pitch transposing, the ability to isolate guitar or other instrument tracks, as well as looping sections by beat and auto metronome.

"We are honored to have joined the Fender brand, one that is so rich with heritage, as the company continues to evolve in the digital space," said Dan Barry, Vice President, Research and Development at Fender Digital and CEO/Co-Founder of Riffstation. "Alongside our newly integrated team at Fender, we will continue to bring an even more enhanced and positive musical experience for the booming base of Riffstation users."

To date, Fender Digital has successfully launched Fender Tune for iOS and Android, which has now surpassed 600,000 downloads, along with a portfolio of additional digital applications and services to follow this year.

To learn more and navigate to the Riffstation web, iOS and desktop app please visit: www.riffstation.com. For additional information on new Fender products 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 for iOS and Android; 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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<https://fender.pr.co/271778-fender-announces-acquisition-of-dublin-based-sonic-ladder/>