



JACKSON AND BLIZZARD FORGE DIABLO® IV LIMITED EDITION KELLY™ FROM THE FIRES OF HELL

**FEATURES INCLUDE DIABLO IV ARTWORK, JACKSON PRECISION-
ENGINEERED HARDWARE AND HIGH OUTPUT PICKUPS**

HOLLYWOOD, Calif. (April 22, 2026) — Today, Jackson is partnering with Blizzard Entertainment to release the X Series Limited Edition Diablo Kelly HT inspired by the dark world of the acclaimed Diablo video game. Diablo is an action role-playing dungeon crawler video game series made up of four games: Diablo, Diablo II, Diablo III and Diablo IV. This limited-edition instrument launches alongside the highly anticipated Diablo IV: Lord of Hatred expansion, bringing the game's signature aesthetic to life in a high-performance guitar.

"The Blizzard and Diablo partnership is a natural fit because it fuses the raw, high-performance aggression of Jackson guitars with the dark, immersive mythology of Diablo," said Jon Romanowski, VP of Product, Jackson. "The Diablo graphic amplifies that identity, making the guitar feel powerful and visually commanding, carrying the game's darkness and intensity in every detail. The Jackson Kelly is the perfect platform for this sort of endeavor as its sharp angles and horns give it a weapon-like appearance. It's a physical crossover between metal culture and gaming lore that feels authentic, collectible and built for the same audience."

Jackson's commitment to artists has always extended far beyond the stage. In 2023, Jackson partnered with Diablo to release a Custom Shop Diablo IV Special Edition Kelly with only 10 guitars available worldwide. Following an extraordinary response from players and fans, Jackson is now bringing that same dark energy to players everywhere at an unbeatable value. The partnership is a natural convergence where the game's dark, relentless aesthetic meets Jackson's signature sound and spirit. Together, they empower players and musicians alike to channel raw, innovative energy as they battle the darkness of Sanctuary.

"This guitar is the essence of Diablo forged in the real world," said Gavian Whishaw, executive producer and VP of Diablo IV. "Jackson has captured the metal, infernal power of the battle between good and evil with the sleek red and black design. This collaboration is for those who stand at the crossroads of Hell and Rock and Roll, and turns that passion into something you can hold, play and unleash. It's a crossover we're proud to crank up to eleven."

This partnership arrives at the perfect moment, ahead of one of gaming's most anticipated releases. On April 28, 2026, the Age of Hatred Saga will reach its climax in Diablo IV: Lord of Hatred. This expansion for Blizzard's critically acclaimed ARPG unites a high-stakes campaign against Mephisto, two powerful new classes, the ancient and fabled region of Skovos and sweeping gameplay updates that redefine how players experience Sanctuary. When Diablo IV launched in June 2023, it shattered records as the best-selling opening in Blizzard's history, crossing an auspicious \$666 million in global sell-through within the first five days of its release. Today, Diablo has cemented itself as one of the most iconic and enduring franchises in gaming history with a fiercely dedicated fanbase and a cultural footprint that stretches far beyond the screen.

Key Features:

- **Diablo IV Artwork – Featuring the menacing visage of Mephisto across its body, Diablo IV artwork on the back and blood-red binding wrapping the body, neck and headstock, the guitar not only sounds evil, but also looks and feels the part.**
- **Precision-Engineered Hardware – Complete with a reliable Jackson hardtail bridge, delivering exceptional tuning stability and enhanced sustain for a playing experience built to perform.**

- **High-Output Pickups – Built for maximum output, this model is equipped with Jackson high-output active pickups controlled by a simple single volume knob to channel pure sonic devastation.**

Watch [artist and producer Cole Rolland](#) unleash a blistering [Diablo-themed performance](#) on the X Series Limited Edition Diablo Kelly HT, set against a dark, immersive backdrop straight out of the game itself. High-resolution lifestyle and product images can be found [HERE](#). Full product descriptions and specifications can be found [HERE](#).

The X Series Limited Edition Diablo Kelly HT is available now for pre-order.

For technical specs, additional information on new Jackson products and to find a retail partner near you, visit www.jacksonguitars.com. Join the conversation on social media by following @JacksonGuitarUSA on YouTube, @JacksonGuitars on Twitter and @OfficialJacksonGuitars on Instagram and Threads.

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X Series Limited Edition Kelly™ KE HT, Amaranth Fingerboard, Diablo (MSRP: \$1,299.99 USD, £1,199 GBP, €1,409 EUR, \$2,666 AUD, ¥214,500 JPY) Jackson and Blizzard

Entertainment have forged an unholy alliance to create the ultimate weapon for players who worship at the altar of heavy riffs – the Jackson Kelly™ Diablo® IV - Lord of Hatred Limited Edition. Featuring the menacing visage of Mephisto himself across the guitar's body with additional Diablo® IV artwork on the back, this beast doesn't just look evil – it IS evil. Crafted from premium Nyatoh wood with blood-red binding wrapping the body, neck and headstock, the through-body one-piece maple neck features graphite reinforcement for lightning-fast playability while the 12"-16" compound radius amaranth fingerboard delivers 24 jumbo frets with custom red Diablo-inspired inlays for face-melting solos that could wake the dead. Active covered high-output Jackson pickups crush through a simple single volume control because when you're channeling pure evil, you need maximum output, period. Built for battle with a reliable Jackson hardtail bridge and precision die-cast tuners, this exclusive collaboration comes complete with a premium Jackson gig bag. Perfect for metal masters seeking the ultimate collector's piece and players who demand both crushing tone and jaw-

dropping aesthetics. This limited run won't last forever – prepare to unleash hell and make a deal with the devil for incredible sound.

ABOUT BLIZZARD ENTERTAINMENT:

Best known for iconic video game universes including Warcraft®, Overwatch®, Diablo® and StarCraft®, Blizzard Entertainment, Inc. (www.blizzard.com), which was acquired by Microsoft (NASDAQ: MSFT), is a premier developer and publisher of entertainment experiences. Blizzard Entertainment has created some of the industry's most critically acclaimed and genre-defining games for over 30 years, with a track record that includes multiple Game of the Year awards. Blizzard Entertainment engages tens of millions of players around the world with titles available on PC via Battle.net®, Xbox, PlayStation, Nintendo Switch, iOS and Android.

ABOUT JACKSON:

Jackson began in the late 1970s when heavy music experienced a virtuosic resurgence in popularity and a small Southern California repair shop became the epicenter of a new level of excellence. When extravagant young guitarists needed more from their instruments, a small staff of highly skilled craftsmen answered the call with a new breed of high-performance custom guitars. From that point on, heavy metal history would be written with Jackson's guitars lauded as the industry's shred machines. Known for their distinctive style and formidable substance, Jackson® guitars have melded seamlessly with each and every sonic mutation across the metal genre allowing discerning guitarists everywhere to achieve an explosive sound. Over the years, Jackson has worked with some of the most influential and respected players in the world, and its roster of signature artists boasts guitarists whose impactful and game-changing contributions to heavy metal continue to inspire generations of musicians and fans. Today, Jackson is an owned brand under Fender Musical Instruments Corporation (FMIC) and with a foundation of premium state-of-the-art manufacturing facilities and the industry's finest team of seasoned builders, together they are poised for a new and transformative era. For more information, visit www.jacksonguitars.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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