

FENDER® ANNOUNCES SEPTEMBER 2011 OPENING OF FREE PUBLIC VISITOR CENTER AND FACTORY TOURS

TOURS BEGIN AT MUSEUM-QUALITY FACILITY PRESENTING FENDER HISTORY AND LEGACY FOR ALL TO EXPERIENCE

SCOTTSDALE, Ariz. (Sept. 16, 2011) — Fender Musical Instruments Corp. (FMIC) is very proud to announce the opening of its new Corona, Calif., Visitor Center and the inauguration of free public tours of the adjacent manufacturing facility. Both mark the first time in Fender's 65-year history that the company has opened its doors to the public for an engaging look at its history and legacy *and* an up-close look at the manufacturing processes for its iconic instruments and amplifiers.

Inside the 8,600-square-foot Visitor Center, located near Fender's historical Southern California birthplace, museum-quality exhibits include interactive displays of modern Fender musical products, historic instruments, rare photographs and artifacts, a tribute to Leo Fender, the Fender Hall of Fame, video presentations on the evolution of the electric guitar (including rare archival footage), displays presenting reflections on Fender by musicians throughout the history of modern music, and much more.

The facility also includes a retail shop where visitors can browse and purchase Fender apparel, accessories, collectibles and other items. Guests can also purchase an instrument, or even *design* and purchase their own instrument. The Visitor Center also serves as the starting and concluding points for the free public tours of the adjacent Fender factory and world-famous Fender Custom Shop.

After a series of grand opening events during the previous week, the Fender Visitor Center will open to the public on Monday, Sept. 19, at which point the twice-daily factory tours will also begin. The Visitor Center is located at 301 Cessna Circle, Corona, Calif. 92880, and will

be open from 8 a.m. to 5 p.m. Monday through Friday; the 45- to 60-minute factory tours will take place at 10 a.m. and 11:30 a.m. every weekday except Wednesday. For more information, please go to www.fender.com/visitorcenter or call (951) 898-4040.

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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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