



FENDER UNVEILS FENDER PLAY 1:1, ADDING PERSONALIZED INSTRUCTION TO THE FENDER PLAY PLATFORM IN PARTNERSHIP WITH BLAYZE

HOLLYWOOD, Calif. (May 9, 2024) - Today, Fender Musical Instruments Corporation (FMIC) launches Fender Play 1:1, a personalized coaching platform offering direct, one-on-one access to top instructors on Fender Play®, the complete online learning app for guitar, bass and ukulele. Fender Play® has empowered over 2.5 million new guitar players with its self-guided online platform that has provided over 100 million lessons. Now, the platform is expanding its offerings to cater to everyone from beginners to intermediate players with one-on-one video lessons from Fender-approved instructors. This new addition provides personalized guidance, helping users further hone their skills and musical journey.

Developed in partnership with Blayze, Fender Play® 1:1 is engineered to redefine the guitar learning experience for everyone from beginners to intermediate players, offering direct,

personalized one-on-one lessons with top instructors from the Fender Play® app roster. This innovative platform empowers guitar players of all levels to master songs and techniques faster than ever before, with personalized live or on demand one-on-one coaching sessions, follow-up practice plans, comprehensive online courses, interactive chat messaging, and more. It also gives guitar players more flexibility of when and where to take lessons.

"Since launching in 2017, Fender Play® has helped millions of new players learn to play guitar," said Andy Mooney, CEO of FMIC. "By adding direct one-on-one instruction and coaching with Fender Play 1:1, our goal is to further support and enhance the learning experience for beginners and for players who want to advance their musical journeys."

Here's what players can expect from Fender Play® 1:1:

- **Select Your Instructor and Setup Intro Call:** Upon joining Fender Play® 1:1, players can select their instructor and schedule an introductory call to discuss their musical background, goals, and preferences. This personalized approach ensures that each player receives guidance tailored to their individual needs.
- **Live One-on-One Lessons or Video Upload for On-Demand Feedback:** Players have the option to schedule live one-on-one coaching video calls with their chosen instructor or upload videos of themselves playing for on-demand feedback that can be annotated to show exactly where they need to improve (and on what strings). This flexibility allows them to receive personalized guidance at their convenience.
- **Direct Feedback and Training Plan:** During coaching sessions, players will receive direct feedback from their instructor, along with a customized training plan and exercises designed to improve their skills. These exercises can be accessed and completed directly on the platform, ensuring seamless integration into the player's practice routine. As players complete any practice, they can send it directly to their instructor.
- **Messaging and Quick Advice:** Players can message their instructor directly on the platform to ask questions, seek advice, and receive quick notes on how to improve. This interactive feature facilitates ongoing communication and support between players and instructors.

Fender has partnered with Blayze, renowned for its success in digital one-on-one coaching, to expand Fender Play® and seamlessly integrate a personalized learning experience for

players. With a track record of providing effective digital coaching experiences with top motorsport athletes, Blayze is poised to support Fender's mission in supporting artists at every step of their journey.

"Fender's commitment to offering innovative tools that improve the learning experience makes this partnership a natural fit. We're thrilled to collaborate with Fender to integrate Blayze's advanced one-on-one digital coaching platform and transform how guitar players learn and grow," said Dion von Moltke, Co-Founder & CEO at Blayze.

High-resolution lifestyle and program images of the Fender Play® tools to support beginners can be accessed [HERE](#). For more information about Fender Play® 1:1 and to sign up for personalized coaching sessions, visit <https://blayze.io/guitar> and <https://try.fender.com/play-one-on-one>. To learn more about Fender Play®, visit play.fender.com. Fender Play® is also available on-the-go with the Fender Play® app for iPhone, Android and iPad. 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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BLAYZE:

Blayze is a pioneering digital coaching platform dedicated to enhancing skills through personalized one-on-one coaching experiences. Blayze partners with top industry talent in various skill-based sectors to empower their customers with exclusive, tailored coaching sessions, custom training plans, and more. By focusing on enabling top tier coaches and instructors with innovative tools and resources, every learner gains the advantage of expert, individualized instruction, accelerating skill acquisition and performance without paying a premium (or needing to leave their home).

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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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