



ICONIC CALIFORNIA BRANDS FENDER® AND HURLEY® LAUNCH LIMITED EDITION MEN'S CAPSULE COLLECTION, HURLEY X FENDER

HURLEY X FENDER HOLIDAY STYLES PAY HOMAGE TO SOUTHERN CALIFORNIA SURF AND MUSIC CULTURE

HOLLYWOOD, Calif. (October 3, 2016)—Fender Musical Instruments Corporation (FMIC) and global surf apparel and accessories company Hurley announce the launch of Hurley x Fender, a curated men's holiday capsule collection influenced by the lifestyle of surfing and rock and roll. Hurley x Fender's patterns and designs are inspired by the iconic tweed print of Fender's amplifiers from the mid-fifties as well as the music and surf culture stemmed from both brands' Southern California roots. Available at Hurley retail stores nationwide and Hurley.com beginning October 3rd, Hurley x Fender's collaboration brings back the sense of surf and rock 'n' roll nostalgia to today's generation this holiday season.

"The launch of the Hurley x Fender capsule collection combines almost 90 years of history dedicated to Southern California's rich surf and music culture," said Evan Jones, Chief Marketing Officer, Fender Musical Instruments Corporation. "We are excited to partner with a brand that shares the same core values as Fender and look forward to bringing that quality and craftsmanship to life."

"The Hurley x Fender collaboration represents two innovative brands with deep roots in Southern California culture," said C.R. Stecyk III, Creative Art Director, Hurley. "It was

exciting to work alongside the Fender team and create product representative of both brands' heritage and passion."

The Hurley x Fender seven-piece collection infuses the influence of the Southern California surfing and rock and roll lifestyle into its design. The collection includes Hurley's signature boardshorts with Phantom innovation as well as tees, a zip-up hoodie, flannel and beanie. A highlight is the SRFGTR tee which pays homage to artist Bob Perine's "You Won't Part With Yours Either" campaign, which inspired Southern California youth to perform wild surf stunts with their Fender guitars and amplifiers in hand or slung around their neck while riding waves. The tweed design on the patches and boardshorts was a popular pattern featured on luggage back in the fifties. Admired for its reputation as one of the toughest available fabrics, Fender deemed it a road-worthy material to protect musicians' precious cargo.

The iconic contour visible on the badging and printable t-shirt originated when Los Angeles based artist C.R. Stecyk III worked with a weathered Fender Stratocaster printing it on his Charles Brand etching press on Hurley's campus in Costa Mesa.

The Hurley x Fender collection includes:

Phantom Block Party Fender Boardshorts (\$70 US) – Patented EZ fly closure, signature foil branding and metallic embroidery. Performance water repellency, all over print with custom Fender x Hurley patch branding

Fender Tee (\$28 US) – 100% cotton, premium tee features iconic Hurley and Fender logos. Available in Black and White. SRFGTR tee with famous guitar playing surfer in White

Fender Irregular Dye Tee (\$35 US) – 100% cotton, premium wash tee features legendary Fender Stratocaster® body shape outline

Fender Zip (\$85 US) – Hurley signature zip-up hoodie with durable water resistant coated Fleece bonded with Sherpa. Features custom back panel SRFGTR design and Fender Stratocaster® body shape patch on front with tweed inspired borders

Dri-FIT Fender Flannel (\$78 US) – Long sleeve flannel featuring Nike Dri-Fit technology. Double flap chest pockets with woven Fender patches and custom Fender x Hurley cat eye

buttons

Fender Trucker Hat (\$30 US) – 5 Panel trucker hat featuring Hurley x Fender patch and snap close back

Fender Beanie (\$22 US) – Cuff and slouch beanie featuring Hurley x Fender patch

The soft goods collaboration was an organic next step for Fender and Hurley whose charitable relationship has evolved over the past five years raising over \$100K for the non-profit organization, Waves For Water (W4W), providing aid in water solutions to communities in need. In 2015, Fender and Hurley collaborated for NAMM, National Association of Music Merchants, to showcase painted guitars for the anticipated trade show which celebrated California traditions as well hosting the 60th anniversary of the world's most iconic guitar, the Fender Stratocaster, among many others.

For more information on the Hurley x Fender collection please visit www.hurley.com.

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About Hurley:

Founded in 1999, Hurley is an authentic "Microphone for Youth" brand rooted in surf, skate, art, music and beach cultures. Driven by creativity and freedom of expression, Hurley develops world-class products for guys, girls and kids, including sportswear, footwear, eyewear, accessories, loungewear, swimwear and wetsuits. A wholly owned, independently run subsidiary of Nike, Inc., Hurley's corporate headquarters are located in Costa Mesa, CA, with international offices in Tokyo, Sydney, Barcelona and Bali. www.hurley.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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