

FENDER® PUBLISHES PREMIER ISSUE OF FENDER MAGAZINE

PUBLICATION PROVIDES GATEWAY TO THE WIDE WORLD OF FENDER GEAR, FENDER ARTISTS, FENDER LIFESTYLE AND MORE

SCOTTSDALE, Ariz. (June 22, 2012) — Fender is pleased to announce the premier issue of *Fender Magazine*, an exclusive gateway to the wide world of Fender gear, Fender artists, Fender lifestyle and more.

Lavishly illustrated and sharply written, *Fender Magazine* presents more than 90 brilliant, full-color pages brimming with insightful information, music columns and feature stories. It features all things Fender—from a visit to the remarkable new Fender Visitor Center in Southern California to a rare venture inside the world-famous Fender Custom Shop for a detailed look at some dazzling “Dream Factory” creations, how they’re made and who makes them.

In addition, *Fender Magazine* features a close-up look at the finest new Fender instruments and amps, such as the Fender Select series guitars and basses, the 50th Anniversary Jaguar® guitar, Blacktop™ guitars and basses, and Pawn Shop Special and Machete™ amplifiers; as well as artists, including Mike Dirnt, Kurt Cobain, Strokes guitarist Albert Hammond Jr., Eric Clapton, Johnny Marr, Roger Waters and even Elvis Presley.

“For more than 60 years Fender has been synonymous with the spirit and lifestyle of rock ‘n’ roll,” said Richard McDonald, senior vice president, Marketing, Fender Brands. “As a result, our extended family of artists and music lovers spans the globe. We wanted to create something special for them. A collection of amazing stories and images to inform and inspire. We think they will love *Fender Magazine*.”

The premier issue of *Fender Magazine* is available at Fender dealers in a limited quantity. For more information, go to www.fender.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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