

FENDER® EXPANDS 2017 ACOUSTIC CATEGORY WITH NEW PARAMOUNT® MODELS AND CLASSIC DESIGN SERIES

INTRODUCING NEW BODY SHAPES, EASY-TO-PLAY NECKS AND SOLID TOPS FOR AN AUTHENTIC PLAYING EXPERIENCE

HOLLYWOOD, CALIF. (January 19, 2017) – Fender Musical Instruments Corporation (FMIC) announces the launch of several additions to its ever-expanding acoustic guitar business for Winter NAMM 2017 in Anaheim, Calif. Fender will showcase its growing Paramount Series, which adds the PM-3 All-Mahogany NE Triple-0 and PM-2 All-Mahogany NE Parlor to its widely received series created for players of all levels and will debut its new Classic Design Series, which includes 11 upgraded models with features catering to the new player. NAMM show attendees will have the opportunity to see—and experience—Fender’s newest upgrades to its acoustic guitar category designed for artists at any stage of their musical journey.

The Paramount Series, which launched in 2016, has continued to resonate with artists across multiple genres, and at under \$1,000 at retail this lineup of acoustics is ideal for artists looking for a reliable and great-sounding tool for their writing, traveling, performing and recording needs. Continuing on that success, Fender introduces new all-mahogany models, both of which feature authentic Fender acoustic sound and visual appeal this Winter NAMM 2017. With open-pore solid mahogany tops, scalloped x-bracing and rich all-solid mahogany back and sides, the two new Paramount models satisfy all players searching for an inspiring guitar.

Designed in the U.S., the Classic Design Series acoustic instruments are built to deliver a bold playing experience and offer premium features for the entry-level player. Upgraded key features include solid spruce or mahogany tops, a brand new easy-to-play neck shape, and rolled fingerboard edges. Several of the new models also feature a Fishman® Presys

preamp, as well as both left-hand and right-hand options. The result is acoustic guitars with enhanced playability at an accessible price point ideal for introducing first-time and aspiring players to a high-quality acoustic product experience and the trusted Fender brand.

“At Winter NAMM, we are proud to offer a bit of everything for musicians at every stage in their musical journey,” said Billy Martinez, Vice President Category, Acoustics. “On the heels of a successful 2016 debut, we are excited to add new models to our Paramount All-Mahogany line-up, including a Parlor and Triple-0 that embody the craftsmanship of the series. We're also introducing the new Classic Design Series, which boasts new and traditional body shapes, solid tops, rolled fretboard edges, and an easy-to-play neck, to continue creating our vision for a new generation of acoustics!”

New Paramount Models: Launching March 2017:

PM-3C All-Mahogany NE Triple-0, Natural – \$599.00

An expansion of the Paramount Series acoustic guitars, the PM-3 All-Mahogany NE Triple-0, Natural combines simple styling with an organic finish to create a highly responsive instrument. Features include an open-pore mahogany top, scalloped X-bracing and rich all-solid mahogany back and sides. Also included is a fast-playing “C”-shaped mahogany neck, rosewood fingerboard and bridge, and compensated bone saddle. The model includes a deluxe hardshell case and humidifier and is available in Natural finish.

PM-2 All-Mahogany NE Parlor, Natural – \$599.00

The PM-2 All-Mahogany Parlor NE, Natural is carefully crafted for superior tone, high performance and earthy visual appeal – it will satisfy all players searching for an inspiring guitar. Features include an open-pore mahogany top, scalloped X-bracing, and rich all-solid mahogany back and sides. The fast-playing “C”-shaped mahogany neck and rosewood fingerboard are crafted to accommodate any playing style and the durable rosewood bridge and compensated bone saddle add a rich note to the warm voice of the guitar. The model includes a deluxe hardshell case and humidifier, and is available in Natural finish.

New Classic Design Models: Launching March 2017:CC-60S – Right-Hand & Left-Hand – \$199.99

The CC-60S right-hand and left-hand models are the perfect choice for the up-and-coming player at any beginner level whether they are just learning or a budding singer-songwriter. The new model offers upgraded features including a solid spruce top, rolled fingerboard edges, and a new easy-to-play neck shape. The entry-level Classic Design concert-sized model also features mahogany back and sides and a rosewood fretboard. The right-hand model is available in Natural and 3-Color Sunburst finish, and the left-hand model is available in Natural finish.

CC-60SCE – Right-Hand & Left-Hand – \$299.99

The CC-60SCE right-hand and left-hand models are great choices for the growing musician at any beginner level that will allow them to shine when strumming or fingerpicking. The new model offers upgraded features including a solid spruce top, rolled fingerboard edges and a new easy-to-play neck shape. The mid-level Classic Design concert-sized model also features a cutaway body and an onboard Fishman® pickup, preamp and tuner. The right-hand model is available in Natural and Black finish, and the left-hand model is available in Natural finish.

CC-140SCE – \$399.99

The CC-140SCE is perfect for the beginner or budding singer-songwriter and will shine while fingerpicking or strumming. The new model offers upgraded features including a solid spruce top, rolled fingerboard edges, brand new easy-to-play neck shape and a hardshell case. The top-tier Classic Design concert-sized model also features a cutaway body, a feature-packed Fishman® Presys preamp, rosewood back and side, and a tortoiseshell pickguard. The model is available in Natural or Sunburst finish.

CD-60S – Right-Hand & Left-Hand – \$199.99

The CD-60S is a great choice for any aspiring player and delivers a bold playing experience. The new right-hand and left-hand models offer upgraded features including a solid spruce top, rolled fingerboard edges and a new easy-to-play neck shape. The entry-

level dreadnought-sized model also features mahogany back and sides and a rosewood fingerboard. The right-hand model is available in Black or Natural finish and the left-hand model is available in Natural finish.

CD-60S All-Mahogany - \$199.99

The re-designed CD-60S All-Mahogany dreadnought is an entry-level Classic Design model that is a great selection for any aspiring player. The model offers features including a solid mahogany top, rolled fingerboard edges, and a new easy-to-play neck shape. Also, featured in the new model are mahogany back and sides and a rosewood fingerboard.

CD-60SCE Right-Hand & Left-Hand- \$299.99

The mid-level CD-60SCE Classic Design right-hand and left-hand models provide traditional full-bodied tone with plenty of projection and is the perfect choice for any aspiring player. The model offers features including a solid spruce top, rolled fingerboard edges, and brand new easy-to-play neck shape. Also, featured with the new models are a cutaway body for easy upper-fret access, as well as an onboard Fishman® pickup, preamp and tuner. The right-hand model is available in Black or Natural finish and the left-hand model is available in Natural finish.

CD-60SCE All-Mahogany - \$299.99

The re-designed dreadnought-sized CD-60SCE All-Mahogany guitar provides traditional full-bodied tone with plenty of projection and is a great choice for the aspiring player. The new guitar offers updated features including solid mahogany top, rolled fingerboard edges and brand new easy-to-play neck shape. The model also features a cutaway body for easy upper-fret access as well as an onboard Fishman® preamp and tuner, and is available in Natural finish.

CD-60SCE 12-String - \$299.99

The re-designed CD-60SCE dreadnought is now available in a 12-string option, providing classic jangle and bell-like sound at a great value. The model offers the same exceptional features as its six-string counterpart including a solid spruce top, rolled fingerboard edges,

and brand new easy-to-play neck shape. The updated model also features a cutaway body for easy upper-fret access as well as an onboard Fishman® preamp and tuner, and is available in Natural finish.

CD-140SCE - \$399.99

The CD-140SCE is a top-tier Classic Design model that provides traditional full-bodied tone with plenty of projection and is a great choice for any aspiring player. The updated model offers premium features including a solid spruce top, rolled fingerboard edges, brand new easy-to-play neck shape and a hardshell case. Other features include a cutaway body for easy upper-fret access, a feature-packed Fishman® Presys preamp, elegant rosewood back and sides, and a tortoiseshell pickguard. The model is offered in Natural or Sunburst finish.

CD-140SCE All-Mahogany - \$399.99

The dreadnought-sized body of the CD-140SCE provides traditional full-bodied tone with plenty of projection and premium design. Features include a solid mahogany top, rolled fingerboard edges, brand new easy-to-play neck shape and a hardshell case. Other features offered include a cutaway body for easy upper-fret access, a feature-packed Fishman® Presys preamp, elegant rosewood back and sides, and a tortoiseshell pickguard. The model is available in Natural finish.

CD-140SCE 12-String - \$399.99

The re-designed CD-140SCE is available in a 12-string option, providing classic jangle and bell-like sound with premium appointments. The updated model includes a solid spruce top, rolled fingerboard edges, brand new easy-to-play neck shape and a hardshell case. Other features offered include a cutaway body for easy upper-fret access, a feature-packed Fishman® Presys preamp, elegant rosewood back and sides, and a tortoiseshell pickguard. The model is available in Natural finish.

For technical specs, 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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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.

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