

JACKSON® GUITARS LAUNCHES ONLINE CUSTOM GUITAR BUILDER

WEB APPLICATION ALLOWS FOR PLAYERS TO DESIGN AND CUSTOMIZE GUITARS IN REAL-TIME

SCOTTSDALE, Ariz. (Feb. 9, 2012) – Jackson guitars is proud to announce the launch of the all-new online Jackson Guitar Builder. The interactive platform allows for users to select from more than 150 features while custom designing their own Jackson guitar.

“The online Jackson Guitar Builder is a perfect resource for players to visualize the guitar of his or her dreams,” said Jon Romanowski, product manager for Jackson guitars. “Players can modify even the most intricate details and see their guitar come to life. The possibilities are endless.”

Builders can choose from five different body styles, seven body woods, five fretboard woods, 25 body colors, three hardware colors, 29 bridge and neck pickups, different knobs, switches, inlays, neck binding colors, and more. Other features include the ability to save your design and share it with online communities, as well as placing your final order through a Jackson Custom Shop dealer.

To experience the new Jackson Guitar Builder, visit <http://www.jacksonguitars.com/community/guitarbuilder/>

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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

Fender Musical Instruments Corporation
press@fender.com

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