

FENDER MUSICAL INSTRUMENTS CORPORATION LAUNCHES NEW SUBSIDIARY FENDER MUSIC AUSTRALIA DIRECT TO DEALER

NEW SUBSIDIARY TO MANAGE ALL FMIC BRANDS IN AUSTRALIA

HOLLYWOOD, Calif. (July 12, 2016) – Fender Musical Instruments Corporation (FMIC) announced today that its recently established subsidiary, Fender Music Australia Pty Ltd. (“Fender Music Australia”), will launch on August 1, 2016 and begin direct-to-dealer operations in an effort to streamline growth and strategic direction within the market. Fender Music Australia will manage all aspects of FMIC’s brands directly in Australia and will ultimately report to Edward “Bud” Cole, Fender President, Asia. In addition to the seamless operational transition, Fender Music Australia will bring an even closer alignment with FMIC’s global strategies, particularly in Marketing, Artist Relations and Sales Support. Local dealers and consumers will not experience any change or disruption in daily business operations.

For more than 30 years, Fender Australia Pty Ltd, FMIC’s distributor, led by Director David O’Loughlin and Managing Director Margaret O’Loughlin, worked closely with Fender Musical Instruments Corporation and its predecessors to create a world-class distribution business in Australia.

“I’m pleased to announce that FMIC will take another important step forward in the Asia Pacific region following the successful transition of our business in Japan to direct-to-dealer last year,” said Andy Mooney, Fender CEO. “We’re excited about the opportunity to grow on the foundation that Fender Australia built”

“FMIC would like to give special thanks and recognition to the executive management of Fender Australia who have been unparalleled stewards and champions of FMIC’s brands over the years,” said Edward “Bud” Cole, Fender President of Asia. “Fender Music Australia

is committed to building on the legacy built by the O'Loughlins and creating even more excitement and growth for dealers and consumers in years to come."

FMIC currently has a presence in over 14 countries with manufacturing facilities in the United States and Mexico and international operations in Australia, the United Kingdom, Germany, France, Sweden, Spain, the Netherlands, Canada, China, Japan, Ireland and Mexico.

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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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