

FENDER® "STRAT® MADNESS" CELEBRATES 60th ANNIVERSARY OF THE STRATOCASTER®

ONLINE VOTING BEGINS MARCH 17, ALLOWS CONSUMERS TO
CHOOSE "THE BEST STRAT SONG OF ALL TIME."

SCOTTSDALE, Ariz. (March 13, 2014) — "Peggy Sue," "La Bamba," "Help Me, Rhonda," "Layla," "Sweet Home Alabama," "Beast of Burden," "Wicked Game," "Something to Talk About," "Gravity," "Get Lucky" and hundreds more hits have been played on a Fender Stratocaster, the world's greatest electric guitar. ...

In celebration of this fact and the iconic instrument's 60th anniversary, **Fender** is pleased to announce "**Strat Madness**," an online voting tournament where 64 time-honored Stratocaster hits – selected by Fender and consumers – battle it out in a grueling head-to-head bracket challenge for the coveted title of "best Strat song of all time." Consumers are encouraged to vote by going to www.fender.com/strat-madness beginning March 17. The final two songs will be voted upon between April 4 – 7.

For more information, voting rules and to enter, go to www.fender.com/strat-madness.

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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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