

FENDER® TO GIVEAWAY CUSTOM COLDPLAY TELECASTER® GUITAR

IN CELEBRATION OF COLDPLAY'S LATEST ALBUM, FENDER TO GIVEAWAY ONE-OF-A-KIND CUSTOM-PAINTED TELE® GUITAR

SCOTTSDALE, Ariz. (Nov. 17, 2011) — In celebration of Coldplay's recently released album *Mylo Xyloto*, which debuted at #1 on the Billboard Top 200 album chart, Fender is proud to announce the "Coldplay Guitar Giveaway."

As part of the contest, one lucky contestant will win a Fender American Vintage series '72 Telecaster Thinline guitar swathed in a vivid *Mylo Xyloto*-themed custom graphic finish by noted graffiti artist Paris. Fender '72 Tele Thinline guitars have long been one of the favorites of Coldplay guitarist Jonny Buckland.

Paris is an English artist who has worked closely with Coldplay throughout 2011. Paris informed and inspired much of the cover artwork for their fifth studio album, *Mylo Xyloto*, in collaboration with the band and designers Tappin Gofton. He has since decorated many of the band's instruments and stage sets for their 2011 festival tour, working closely with art director and set designer Misty Buckley.

Five runners up will receive a copy of *Mylo Xyloto*. For more information and to enter the Coldplay Guitar Giveaway, go to www.fender.com/promos/2011/coldplay/.

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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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