

FENDER MUSIC KK LAUNCHES #FENDERNEWSPAPER, FREE PUBLICATION SHARING EXCLUSIVE ORIGINAL CONTENT

**KOSUKE SAITO OF UNISON SQUARE GARDEN GRACES FIRST COVER
WHICH FEATURES EXCLUSIVE ARTISTS INTERVIEWS, NEWEST
FENDER GEAR, HOW-TOS AND MORE**

Tokyo, Japan. (April 20, 2018) — Fender Music KK Japan, part of Fender Musical Instruments Corporation (FMIC) one of the world's leading musical instrument manufacturers, marketers and distributors, announced today the official launch of its first, free publication, #FenderNewspaper available now at over 300 Fender authorized dealers and music studios.

Available locally only, #FenderNewspaper transforms exclusive online content from Fender Japan's #FenderNews channel into a 32-page publication whose goal is to provide motivation and fuel for artists at any stage of their musical journey. Over 20 pieces of content will be published twice a year including artist interviews, featured news, live reports, behind the scenes access, how-tos and more! Coverage will be curated specifically with the guitar player and overall music lover in mind.

Kosuke Saito, guitarist and vocalist of UNISON SQUARE GARDEN, graces the debut cover alongside an interview feature story focusing on his start and overall music philosophies. Additional content in the debut publication include:

- **"My Original Playlist"** features six artists and their own inspired musical playlists. Seiji Kameda and Kazumasa Tanaka of GRAPEVINE are two of the first to be included.
- **"The Rock Freaks"** features current rock-icons Non, TOKIE and Ryosuke Nagaoka and their attitudes on music along with photos.
- **"Why We Play"** is a player centric column focusing on the styles of professional artist, from their perspective.

- **“My First Fender”** introduces a variety of Japanese artists and their first Fender gear.
- Additional coverage will include a peek into artists’ original Mustang GT presets, Custom Shop Master Builders, How-tos, new products, events, campaigns and more.

For images of #FenderNewspaper, click [here](#).

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.

CONTACT DETAILS

GLOBAL MEDIA INQUIRIES

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