

FENDER EXPANDS CONSUMER AUDIO OFFERING WITH PURESONICTM EARBUDS, BRINGING LEGENDARY FENDER® SOUND TO MUSIC LOVERS

TIME-TESTED FENDER CRAFTSMANSHIP AND SONIC QUALITY MEET COMFORT, PORTABLE STYLE WITH WIRED AND WIRELESS BLUETOOTH®-ENABLED EARBUD MODELS

HOLLYWOOD, Calif. (January 25, 2018)—Fender Musical Instruments Corporation (FMIC) today announced the expansion of its consumer electronics category—off the heels of a successful Bluetooth® speaker introduction in 2017—with PureSonic, the brand’s first earbuds crafted for all types of music lovers. Whether you’re looking for a set of Bluetooth earbuds for a workout routine, daily commute, enjoying favorite tracks or to simply upgrade your music listening experience – Fender PureSonic wired and wireless earbuds marry comfort and style with the same dynamic, high-quality sound Fender has been known for as the world’s legendary authority in music and sound for more than 70 years.

“Leo Fender believed that artists are angels and his mission was to give them wings to fly,” said Andy Mooney, Fender CEO. “To realize that mission, we work with artists every day to create the world’s greatest electric guitars and amplifiers. Most recently, we worked with artists to create in-ear-monitors to help them perform at their absolute best. We’ve taken the technologies developed for Fender’s on stage in-ear-monitors and amplifiers and are deploying them in headphones and Bluetooth speakers designed for the broader market of music lovers, so they too can enjoy listening to their favorite artists performing at their absolute best.”

Tastefully designed in Nashville by Fender’s in-house team of audio engineering experts, PureSonic earbuds are an impeccable fusion of sonic quality, comfort, portable convenience and style that will satisfy the demands of an active lifestyle. Accessibly priced

from \$79.99 to \$129.99, these earbuds are offered in Black Metallic and Olympic White for PureSonic™ Wired Earbuds; anodized aluminum for PureSonic™ Wireless Earbuds; and Tungsten for PureSonic™ Premium Wireless Earbuds. PureSonic™ Wired Earbuds are a streamlined, reliable tool for the on-the-go music lover, while the PureSonic™ Wireless and PureSonic™ Premium Wireless models offer high-fidelity sound and Bluetooth® wireless freedom. Taking a design cue from the Fender Pro Series In-Ear Monitors first introduced in 2016, these earbuds are ergonomically designed to be lightweight and comfortable, offering a custom-like fit for nearly everyone.

PureSonic™ Premium Wireless Earbuds include high-efficiency 9.25mm drivers that deliver well-defined bass, smooth mids and crisp highs for a dynamic and engaging listening experience. Both aptX® and AAC audio codecs are used, ensuring rock-solid connectivity and high-quality wireless audio streaming. For comfort and convenience, these earbuds feature formable earhooks for extra holding power and keeping everything in place during strenuous activities.

PureSonic™ Wireless Earbuds are lightweight, ergonomically designed earbuds that come with interchangeable tips in four sizes and triple-flange retainers to ensure a comfortable, secure fit in nearly any ear. Their high-efficiency dynamic micro drivers deliver well-defined bass and crisp highs, while the aptX® audio codec ensures high-quality wireless audio streaming.

Both wireless earbud models were built for an on-the-go lifestyle, featuring a USB-rechargeable battery providing up to 6 hours of playback per charge. They also include an easy-to-operate onboard microphone with advanced echo cancelling capabilities, keeping your voice crystal-clear, even in less-than-ideal environments. There's even a dedicated button to activate a phone's digital assistant.

PureSonic™ Wired Earbuds sport 9.25mm high performance dynamic drivers to deliver well-balanced, full frequency sound with punchy bass and crisp highs. The new, extreme-comfort shell is designed for an impeccably relaxed fit. To accommodate active lifestyles, earbuds feature a contoured housing design with a compact profile; a fixed cable, complete with a hard-wired mic and remote for active listeners with hand-held music devices; as well as a 1/4" plug, airline adapter, cleaning tool and carrying case for on-the-go convenience.

The three new PureSonic wired and wireless models will be available at local dealers and on www.Fender.com beginning April 2018. To learn more about PureSonic earbuds and access detailed product/spec descriptions, click [here](#). Product images can be accessed [here](#).

Models include:

- PureSonic™ Wireless Earbuds - \$79.99
- PureSonic™ Premium Wireless Earbuds - \$129.99
- PureSonic™ Wired Earbuds - \$99.99

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

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