



FENDER AND BANDAI NAMCO LAUNCH GAME-CHANGING PAC- MAN TELECASTER AND APPAREL COLLECTION

**PAC-MAN PLAYER II TELECASTER FEATURES CLASSIC ARCADE
ARTWORK, ALONGSIDE JAPAN-EXCLUSIVE CLOTHING LINE UNDER
'F IS FOR FENDER' APPAREL BRAND**

HOLLYWOOD, Calif. (May 14, 2026) – Today, Fender Musical Instruments Corporation (FMIC) and Bandai Namco Entertainment America Inc. reveal a brilliant new Fender x PAC-MAN™ collaboration, bringing together two cultural icons as both brands celebrate significant anniversaries in 2026.

As Fender continues its celebrations of 75 years of the Telecaster and PAC-MAN celebrates the culmination of its 45th Anniversary this month, the release of the Limited Edition PAC-MAN Player II Telecaster pays homage to the legacy of two brands who have made their mark on the worlds of music, video games and entertainment. Just like songs that endure over time, PAC-MAN taps into something deeper than nostalgia. Its striking visuals serve as the perfect inspiration for the creative energy behind this new collaboration.

"Teaming up with Bandai Namco isn't just a partnership, it's a collision of two cultural forces that have shaped generations," said Justin Norvell, Chief Product Officer at Fender. "Fender and PAC-MAN share something rare: the ability to make people feel something profound, decade after decade. Our new offering honors that legacy with the uncompromising craftsmanship Fender is known for, wrapped in the unmistakable iconography of one of gaming's greatest legends - a natural expression of two icons that have never stopped inspiring, built for the fans who grew up with both, and for the players who carry that spirit forward."

"As we celebrate our milestone anniversaries, our PAC-MAN collaboration with Fender captures the endearing legacy of two global icons that have created memories across generations, and done so in the hands of people who have been able to experience joy and showcase their skill," said Susan Tran, Sr. Director of Brand Development for PAC-MAN at Bandai Namco Entertainment America Inc. "Seeing and holding the PAC-MAN Player II Telecaster, it just feels right, as if this is exactly how these two timeless brands were meant to come together, in something exquisite that conjures nostalgia, feels familiar, and inspires creativity the moment it is in your hands."

The limited edition guitar arrives emblazoned with the iconic PAC-MAN maze as the titular character chomps to victory while surrounded by rival Ghosts Blinky, Inky, Pinky and Clyde in hot pursuit. Coupled with the Fender x PAC-MAN logo on the reverse, its bold illustrations are a nostalgic throwback to the classic arcade game's roots, while its beginner friendly specs – including a comfortable Modern "C"-profile neck, 22 medium jumbo frets, and a timeless 9.5"-radius rosewood fingerboard with rolled edges – offer an instrument that delivers premium playability for all skill levels.

The arcade-ready guitar is accompanied by a striking clothing release exclusive to Japan, arriving in July 2026 under the brand's coveted 'F IS FOR FENDER' apparel line. Available at both Fender's Flagship Tokyo store and the F IS FOR FENDER website, the eye-catching F Is For Fender x PAC-MAN collection includes three retro-inspired premium cotton T-Shirts in a range of colorways, from The Player Tee giving the beloved character his own guitar, The Picks Tee reimagining Pac-Dots as guitar plectrums, to The Ghost Tee spotlighting the classic character's iconic nemeses. The collection also offers two nostalgia-infused baseball caps,

each featuring the Fender F beside either a pixel-perfect Inky on stone grey cap, or Blinky on black cap.

Originally released as a coin-operated arcade cabinet, PAC-MAN is one of the most influential and longest-running video game franchises in history. In the game, players control PAC-MAN who has to chomp PAC-Dots while being chased by colorful Ghosts in mazes that get increasingly more difficult with each level. Since the official introduction of its innovative gameplay and game design, PAC-MAN sparked a worldwide phenomenon that attracted multiple generations of players across genders. Its popularity led to several game sequels, a full merchandising program and hit music single as well as three animated series. With record breaking achievements, PAC-MAN has been recognized by the Guinness World Records with awards such as “Most Successful Coin-Operated Game.” The franchise continues to release new console and mobile games and is currently commemorating its 46th Anniversary with a variety of partnerships, activations and launches.

High-resolution product images can be found [HERE](#) and full product descriptions of both collections can be found below.

For 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 on all social platforms.

For PAC-MAN news and updates, please follow the official PAC-MAN channels: [TikTok](#), [X](#), [Instagram](#), [YouTube](#), [Facebook](#) and [Discord](#).

###

Limited Edition PAC-MAN Player II Telecaster® (MSRP: \$1,099.99 USD, £949.00 GBP, €1,099.00 EUR, \$1,599 AUD, ¥165,000 JPY) Fender is excited to announce a partnership with Bandai Namco to celebrate their classic game, PAC-MAN — arriving in the form of the renowned Fender Player II Telecaster. Designed to bridge generations, this collaboration speaks to millennials who grew up chasing Ghosts and to a new wave of consumers drawn to nostalgia-driven cultural icons, all while delivering the premium playability today's guitarists demand. Developed in close partnership with the PAC-MAN brand team, the

guitar features a fast and fluid Modern "C"-profile neck, a 9.5"-radius fingerboard with rolled edges, 22 medium jumbo frets — and makes a bold visual statement with a graphic of the iconic PAC-MAN game on the front and the classic PAC-MAN logo on the back. Player Series Alnico V Single-Coil Tele® pickups deliver crystalline highs, musical mids and tight lows, while a 3-way blade switch, 6-saddle bridge, and ClassicGear™ tuners ensure precise tuning stability. This is more than a collector's piece — it's a fully loaded instrument where arcade legend meets Fender legacy.

F IS FOR FENDER × PAC-MAN

The Picks Tee (¥19,800 JPY) Pac-Man eats dots. Always has. But what if the dots were Fender guitar picks? This is the question at the heart of the F Is For Fender collection and the answer is right here on the front of this tee. Pac-Man mid-chomp, his familiar trail replaced by a line of Fender plectrums in the colours of the original game. Red. Blue. Pink. Dark blue. Each one a guitar pick. Each one a dot. The same thing all along. Fender × Pac-Man identifier on the rear neck. Small Fender script detail on the left sleeve. Made in Japan Premium cotton. Limited quantities. Available in Navy and Black. The dots were always picks. We just drew it that way.

The Ghost Tee (¥19,800 JPY) Two icons. One chest hit. The Fender F, the opening character of the most recognisable script in music, sits alongside a single pixel ghost. Inky in teal on both navy and black. Small enough to feel personal. Precise enough to feel designed. Yoshiyuki Shimazu reduced both worlds to their most essential forms and placed them in quiet conversation. A letter and a ghost. Nothing more is needed. The tee works for the Fender fan who has never played Pac-Man. It works for the Pac-Man player who has never picked up a guitar. It works best for the person who understands both. Fender × Pac-Man identifier on the rear neck. Small Fender script detail on the left sleeve. Made in Japan. Premium cotton. Limited quantities. Available in Navy and Black. An F and a ghost. Everything else is implied.

The Inky Cap (¥16,500 JPY) Inky is the teal ghost. The one that shadows Pac-Man from behind. Patient. Precise. Always present. The Inky Cap carries the Fender F in yellow script alongside Inky in his original pixel form, embroidered on a classic unstructured silhouette in stone grey. The Fender × Pac-Man identifier sits quietly on the rear. The fit is Japanese. The

construction is considered. The detail rewards the person who looks closely. Fender × Pac-Man identifier embroidered on rear. Unstructured silhouette. Made in Japan. Limited quantities. Adjustable strap. Stone Grey with Teal Ghost. For those who know the ghost by name.

The Blinky Cap (¥16,500 JPY) Blinky is the red ghost. The leader. The one who chases hardest and never stops. The Blinky Cap carries the Fender F in blue script alongside Blinky in his original pixel form, embroidered on a classic unstructured silhouette in black. The counterpart to the Inky Cap. The same precise construction. The same considered fit. A different ghost. A different story. Fender × Pac-Man identifier embroidered on rear. Unstructured silhouette. Adjustable strap. Made in Japan. Limited quantities. Black with Red Ghost. The one that never stops chasing.

ABOUT FENDER MUSICAL INSTRUMENTS CORPORATION:

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.

ABOUT F IS FOR FENDER:

Since its launch in 2023, F IS FOR FENDER has been Fender's first fashion brand, built around the concept of "WEAR THE MUSIC." It continues to propose a unique style that allows not only players, but music lovers around the world, to experience music in a new way. At the heart of the brand are three key values. First, quality—premium products crafted with meticulous attention to detail and designed to inspire creativity in those who

wear them. Second, Made in Japan—all items are produced with carefully selected manufacturing partners and are trusted worldwide for their exceptional craftsmanship. Third, limited production—a commitment to minimizing excess inventory while ensuring that each piece reaches those who truly value it. F IS FOR FENDER is dedicated to redefining how music can be expressed and experienced through fashion. For more information, visit <https://fisforfender.com>.

ABOUT BANDAI NAMCO ENTERTAINMENT AMERICA INC:

Bandai Namco Entertainment America Inc., part of the Bandai Namco Group, is a leading global publisher and developer of interactive entertainment for major video game consoles, PC, online, and mobile platforms. The company is known for creating many of the industry's beloved classic franchises such as PAC-MAN®, GALAGA®, TEKKEN®, SOULCALIBUR®, and ACE COMBAT®, and publishing the critically acclaimed DARK SOULS™ series and the blockbuster title ELDEN RING™. Bandai Namco Entertainment America Inc. is also the premier publisher in the Western hemisphere for anime-based video games including GUNDAM™, NARUTO SHIPPUDEN™, DRAGON BALL™, and ONE PIECE®. Bandai Namco Entertainment America Inc. is headquartered in Irvine, California.

FENDER MUSICAL INSTRUMENTS CORP. MEDIA CONTACT:

Alex Velasquez

PR and Communications Manager

Fender Musical Instruments Corp.

AVelasquez@Fender.com

Press@Fender.com

Fender (standard and stylized), F is for Fender, Telecaster, Tele and ClassicGear are trademarks of Fender Musical Instruments Corporation and/or its affiliates.

PAC-MAN™ & ©Bandai Namco Entertainment Inc. **HOLLYWOOD, Calif. (May 14, 2026)** — Today, Fender Musical Instruments Corporation (FMIC) and Bandai Namco Entertainment America Inc. reveal a brilliant new Fender x PAC-MAN™ collaboration, bringing together two cultural icons as both brands celebrate significant anniversaries in 2026.

As Fender continues its celebrations of 75 years of the Telecaster and PAC-MAN celebrates the culmination of its 45th Anniversary this month, the release of the Limited Edition PAC-MAN Player II Telecaster pays homage to the legacy of two brands who have made their mark on the worlds of music, video games and entertainment. Just like songs that endure over time, PAC-MAN taps into something deeper than nostalgia. Its striking visuals serve as the perfect inspiration for the creative energy behind this new collaboration.

"Teaming up with Bandai Namco isn't just a partnership, it's a collision of two cultural forces that have shaped generations," said Justin Norvell, Chief Product Officer at Fender. "Fender and PAC-MAN share something rare: the ability to make people feel something profound, decade after decade. Our new offering honors that legacy with the uncompromising craftsmanship Fender is known for, wrapped in the unmistakable iconography of one of gaming's greatest legends - a natural expression of two icons that have never stopped inspiring, built for the fans who grew up with both, and for the players who carry that spirit forward."

"As we celebrate our milestone anniversaries, our PAC-MAN collaboration with Fender captures the endearing legacy of two global icons that have created memories across generations, and done so in the hands of people who have been able to experience joy and showcase their skill," said Susan Tran, Sr. Director of Brand Development for PAC-MAN at Bandai Namco Entertainment America Inc. "Seeing and holding the PAC-MAN Player II Telecaster, it just feels right, as if this is exactly how these two timeless brands were meant to come together, in something exquisite that conjures nostalgia, feels familiar, and inspires creativity the moment it is in your hands."

The limited edition guitar arrives emblazoned with the iconic PAC-MAN maze as the titular character chomps to victory while surrounded by rival Ghosts Blinky, Inky, Pinky and Clyde in hot pursuit. Coupled with the Fender x PAC-MAN logo on the reverse, its bold illustrations are a nostalgic throwback to the classic arcade game's roots, while its beginner friendly specs – including a comfortable Modern "C"-profile neck, 22 medium jumbo frets, and a timeless 9.5"-radius rosewood fingerboard with rolled edges – offer an instrument that delivers premium playability for all skill levels.

The arcade-ready guitar is accompanied by a striking clothing release exclusive to Japan, arriving in July 2026 under the brand's coveted 'F IS FOR FENDER' apparel line. Available at both Fender's Flagship Tokyo store and the F IS FOR FENDER website, the eye-catching F Is For Fender × PAC-MAN collection includes three retro-inspired premium cotton T-Shirts in a range of colorways, from The Player Tee giving the beloved character his own guitar, The Picks Tee reimagining Pac-Dots as guitar plectrums, to The Ghost Tee spotlighting the classic character's iconic nemeses. The collection also offers two nostalgia-infused baseball caps, each featuring the Fender F beside either a pixel-perfect Inky on stone grey cap, or Blinky on black cap.

Originally released as a coin-operated arcade cabinet, PAC-MAN is one of the most influential and longest-running video game franchises in history. In the game, players control PAC-MAN who has to chomp PAC-Dots while being chased by colorful Ghosts in mazes that get increasingly more difficult with each level. Since the official introduction of its innovative gameplay and game design, PAC-MAN sparked a worldwide phenomenon that attracted multiple generations of players across genders. Its popularity led to several game sequels, a full merchandising program and hit music single as well as three animated series. With record breaking achievements, PAC-MAN has been recognized by the Guinness World Records with awards such as "Most Successful Coin-Operated Game." The franchise continues to release new console and mobile games and is currently commemorating its 46th Anniversary with a variety of partnerships, activations and launches.

High-resolution product images can be found [HERE](#) and full product descriptions of both collections can be found below.

For 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 on all social platforms.

For PAC-MAN news and updates, please follow the official PAC-MAN channels: [TikTok](#), [X](#), [Instagram](#), [YouTube](#), [Facebook](#) and [Discord](#).

###

Limited Edition PAC-MAN Player II Telecaster® (MSRP: \$1,099.99 USD, £949.00 GBP, €1,099.00 EUR, \$1,599 AUD, ¥165,000 JPY) Fender is excited to announce a partnership with Bandai Namco to celebrate their classic game, PAC-MAN — arriving in the form of the renowned Fender Player II Telecaster. Designed to bridge generations, this collaboration speaks to millennials who grew up chasing Ghosts and to a new wave of consumers drawn to nostalgia-driven cultural icons, all while delivering the premium playability today's guitarists demand. Developed in close partnership with the PAC-MAN brand team, the guitar features a fast and fluid Modern "C"-profile neck, a 9.5"-radius fingerboard with rolled edges, 22 medium jumbo frets — and makes a bold visual statement with a graphic of the iconic PAC-MAN game on the front and the classic PAC-MAN logo on the back. Player Series Alnico V Single-Coil Tele® pickups deliver crystalline highs, musical mids and tight lows, while a 3-way blade switch, 6-saddle bridge, and ClassicGear™ tuners ensure precise tuning stability. This is more than a collector's piece — it's a fully loaded instrument where arcade legend meets Fender legacy.

F IS FOR FENDER × PAC-MAN

The Picks Tee (¥19,800 JPY) Pac-Man eats dots. Always has. But what if the dots were Fender guitar picks? This is the question at the heart of the F Is For Fender collection and the answer is right here on the front of this tee. Pac-Man mid-chomp, his familiar trail replaced by a line of Fender plectrums in the colours of the original game. Red. Blue. Pink. Dark blue. Each one a guitar pick. Each one a dot. The same thing all along. Fender × Pac-Man identifier on the rear neck. Small Fender script detail on the left sleeve. Made in Japan Premium cotton. Limited quantities. Available in Navy and Black. The dots were always picks. We just drew it that way.

The Ghost Tee (¥19,800 JPY) Two icons. One chest hit. The Fender F, the opening character of the most recognisable script in music, sits alongside a single pixel ghost. Inky in teal on both navy and black. Small enough to feel personal. Precise enough to feel designed. Yoshiyuki Shimazu reduced both worlds to their most essential forms and placed them in quiet conversation. A letter and a ghost. Nothing more is needed. The tee works for the Fender fan who has never played Pac-Man. It works for the Pac-Man player who has never picked up a guitar. It works best for the person who understands both. Fender × Pac-Man identifier on the rear neck. Small Fender script detail on the left sleeve. Made in Japan.

Premium cotton. Limited quantities. Available in Navy and Black. An F and a ghost. Everything else is implied.

The Inky Cap (¥16,500 JPY) Inky is the teal ghost. The one that shadows Pac-Man from behind. Patient. Precise. Always present. The Inky Cap carries the Fender F in yellow script alongside Inky in his original pixel form, embroidered on a classic unstructured silhouette in stone grey. The Fender × Pac-Man identifier sits quietly on the rear. The fit is Japanese. The construction is considered. The detail rewards the person who looks closely. Fender × Pac-Man identifier embroidered on rear. Unstructured silhouette. Made in Japan. Limited quantities. Adjustable strap. Stone Grey with Teal Ghost. For those who know the ghost by name.

The Blinky Cap (¥16,500 JPY) Blinky is the red ghost. The leader. The one who chases hardest and never stops. The Blinky Cap carries the Fender F in blue script alongside Blinky in his original pixel form, embroidered on a classic unstructured silhouette in black. The counterpart to the Inky Cap. The same precise construction. The same considered fit. A different ghost. A different story. Fender × Pac-Man identifier embroidered on rear. Unstructured silhouette. Adjustable strap. Made in Japan. Limited quantities. Black with Red Ghost. The one that never stops chasing.

ABOUT FENDER MUSICAL INSTRUMENTS CORPORATION:

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.

ABOUT F IS FOR FENDER:

Since its launch in 2023, F IS FOR FENDER has been Fender's first fashion brand, built around the concept of "WEAR THE MUSIC." It continues to propose a unique style that allows not only players, but music lovers around the world, to experience music in a new way. At the heart of the brand are three key values. First, quality—premium products crafted with meticulous attention to detail and designed to inspire creativity in those who wear them. Second, Made in Japan—all items are produced with carefully selected manufacturing partners and are trusted worldwide for their exceptional craftsmanship. Third, limited production—a commitment to minimizing excess inventory while ensuring that each piece reaches those who truly value it. F IS FOR FENDER is dedicated to redefining how music can be expressed and experienced through fashion. For more information, visit <https://fisforfender.com>.

FENDER MUSICAL INSTRUMENTS CORP. MEDIA CONTACT:

Alex Velasquez

PR and Communications Manager

Fender Musical Instruments Corp.

AVelasquez@Fender.com

Press@Fender.com

Fender (standard and stylized), F is for Fender, Telecaster, Tele and ClassicGear are trademarks of Fender Musical Instruments Corporation and/or its affiliates.

PAC-MAN™ & ©Bandai Namco Entertainment Inc.

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

Fender Musical Instruments Corporation
press@fender.com

COPY LINK

<https://fender.pr.co/270219-fender-and-bandai-namco-launch-game-changing-pac-man-telecaster-and-apparel-collection/>