

FENDER® BECOMES EXCLUSIVE LAUNCH SPONSOR OF ROCK PRODIGY FOR WINDOWS

FENDER JOINS FORCES WITH INTERACTIVE MUSIC LEARNING PIONEERS; BECOMES OFFICIAL LAUNCH SPONSOR OF ROCK PRODIGY FOR MICROSOFT WINDOWS® TO BRING AWARD- WINNING APP TO THE DESKTOP

SCOTTSDALE, Ariz. (February 28, 2013) – Fender is proud to announce their exclusive launch sponsorship of Rock Prodigy for Microsoft Windows. Rock Prodigy is a multi-award winning, fully interactive instructional guitar software. Powered by ground-breaking polyphonic pitch detection co-developed at the famed Carnegie Mellon Computer Music Lab, Rock Prodigy helps aspiring and beginning guitarists start playing within minutes.

“We are excited to partner with the Rock Prodigy team whose combination of technology and learning methods represent a real breakthrough for beginning guitarists or anyone who’s ever wanted to learn to play guitar,” said Richard McDonald, senior vice president of marketing, Fender brands. “Fender is focused on bringing leading edge innovation to players worldwide and our sponsorship of Rock Prodigy’s arrival to the Windows platform is a clear example of that mission.”

Rock Prodigy, an award-winning music education app currently available on the Apple® iPhone®, iPad® and iPod® Touch, offers beginners a complete interactive music instruction tool to get them playing on their guitar, acoustic or electric, faster than ever. Rock Prodigy’s revolutionary learning system combines patent-pending algorithms, innovative curriculum developed at the Yale School of Music, expert-designed lessons and exercises, and a live Rock Prodigy Path® dashboard that automatically synchronizes each player’s performance to the cloud showing how they stack up against other Rock Prodigy students around the world.

“We are thrilled to partner with Fender in bringing Rock Prodigy to Windows,” said Harold Lee, Music Prodigy CEO and co-founder. “Fender is the world leader in guitar innovation and craftsmanship, and Music Prodigy is the world leader in innovation for music education. Putting both together will create more music from more players than ever before.”

Unlike other music learning tools, Rock Prodigy brings expert guidance and instantaneous evaluation to anyone, anywhere, and radically simplifies the music learning process. As an added bonus, early Windows customers will get additional lessons and exercises never before offered during the exclusive Fender sponsorship period.

The official release date of the Windows version will be coming soon. Details will be announced on www.fender.com.

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About Music Prodigy Music Prodigy is a leading music education technology company whose team includes world renowned professors from Carnegie Mellon’s famed Computer Music Lab and Yale University’s School of Music. Based in Los Angeles the company is focused on changing the way people learn, play and interact with music. Rock Prodigy, the company’s first product, is a revolutionary interactive music app powered by patent-pending polyphonic pitch-recognition technology that allows musicians of all skill levels to use any instrument and provide instant performance feedback to accelerate learning. For more information, visit www.musicprodigy.com and www.rockprodigy.com.

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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