

FENDER® EXPANDS PRO IN-EAR MONITOR CATEGORY, ADDS GEN 4 NOISELESS™ PICKUPS, 'CLASSIC COLOR' STRAPS TO ACCESSORIES OFFERINGS

DEBUTING NEW FXA9, CXA1 IEMS, VARIETY OF ACCESSORIES WITH CLASSIC FENDER DESIGN

HOLLYWOOD, CALIF. (January 19, 2017) – Fender Musical Instruments Corporation (FMIC) announces the launch of two new Pro In-Ear Monitors (IEMs), as well as several additions to its expanding accessories business, at Winter NAMM 2017 in Anaheim, Calif. Show attendees will have the opportunity to see—and experience—Fender's newest additions to its IEMs and accessories categories. Among the new products on display will be Fender's latest IEM models with features catering to professional and budding musicians. The latest accessories will include a range of new products – from original 'Custom Color' straps, Gen 4 Noiseless™ guitar/bass pickups and new harmonicas.

Building on the success of Fender's five Pro In-Ear Monitor models, which launched in 2016, the company introduces its new premium model, the FXA9, and its first Fender IEM model with microphone and remote control for phone applications, the CXA1, for release later in 2017. Assembled in Nashville, the FXA9 model is designed for musicians and audiophiles looking for a premium IEM experience. Its innovative and professional-quality features include a 3D-printed Digital Hybrid Technology (DHT)™ shell that fits 95 percent of ears for a custom-like fit and HEXAD, six state-of-the-art balanced armature arrays.

The CXA1 model was made with Fender loyalists in mind – listeners looking for the best audio experience and functionality at an affordable price. Features include a custom full-range 8.5mm titanium micro driver, a high-quality inline microphone with a 3-button remote for music playback control and low-profile housing. Designed in Nashville, Tenn., both new

IEM models continue Fender's legacy of creating quality products for live performance and creative music production.

"After an extremely positive response to our introduction in 2016, coupled with heightened consumer demand and selectively broadened distribution, an expansion of the Fender IEM family was a natural progression," said Jim Ninesling, Vice President of Fender Amplifiers and Pro Audio. "Our introduction of the FXA9 and CXA1 in early 2017 enables us to offer models with active lifestyle features, as well as professional-level products with state-of-the-art components, audio performance, finishes and design.

These new products continue to support our strategy to deliver quality products for players at every level."

Fender's authentic and classic style is represented across its accessories for 2017. New pickups for 2017 include additional Gen 4 Noiseless™ pickups – first introduced with the successful American Elite Series in early 2016, but now available as individual components; they feature tight lows, clearly defined highs and punchy mids, available for the Stratocaster®, Telecaster® and Jazz Bass®. Other new pickups include the Tex-Mex™ Telecaster pickups, which are overwound for tight, clear bass, crisp highs and maximum output.

Players can take their stage style to the next level with eye-catching 2" Custom Color Fender Monogrammed Straps, featuring a palette inspired by original-era Fender "Custom Colors." Other introductions also include American-made Channel-Bound Strat® and Tele® necks and new Hot Rod Deluxe and Hot Rod Deville Harmonicas – offering all seven keys in a convenient seven pack.

"Our new accessories for 2017 – everything from straps, harmonicas and pickups – truly encompass the classic Fender aesthetic and design," said Justin Norvell, Vice President Electric Guitars, Basses and Accessories. "Quality and stylish accessories are an integral piece of any player's rig – from electric and acoustic guitarists to harmonica-playing singer-songwriters.

NEW FENDER PRO IN-EAR MONITORS: Launching 2017:

Fender FXA9 Pro In-Ear Monitor – \$1,299.99, Launching February 2017

Assembled in the U.S., the FXA9 uses bleeding-edge patented technology to create a peerless listening experience that's as dynamically honest and pure as it is comfortable. At the heart of the FXA9 in-ear monitor is HEXAD, six state-of-the-art balanced armature arrays working in conjunction with the Groove-tuned™ port and three independent soundbores to create the most lifelike audio possible. The 3D-printed Digital Hybrid Technology (DHT)™ shell fits 95 percent of ears for a custom-like experience when combined with the cushion-like comfort of the thermoplastic elastomer, patent-pending, secure-fitting tips. The new FXA9 model also includes a detachable MMCXi™ triple-silver-plated low-oxygen cable and 24k gold-plated nozzle, a deluxe carrying case, 1/8 to 1/4" adapter, four sizes of patent-pending, secure-fitting tips and a cleaning tool and cable.

Fender CXA1 Pro In-Ear Monitor – \$129.99, Launching April 2017

The Fender CXA1 Pro In-Ear Monitor includes custom full-range 8.5mm titanium micro driver, high-quality inline microphone with 3-button remote for phone calls and music playback control and low-profile housing that works in conjunction with patent-pending, secure-fitting tips for a comfortable fit and increased ambient noise reduction. The new CXA1 model also includes a deluxe carrying case, airline adapter to plug into an in-flight entertainment system, as well as a cleaning tool.

NEW GEN 4 NOISELESS™ PICKUPS: Launching February 2017:

Gen 4 Noiseless™ Stratocaster® Pickups – \$249.99

The new Gen 4 Noiseless Stratocaster pickups feature authentic vintage-style Fender tone combined with noise-free performance and offer crisp, clear cleans and gigantic overdriven tones. The pickups also feature tight low end, clearly defined highs and punchy mids that can power through any mix. One package includes a set of three single-coil Stratocaster pickups and installation hardware.

Gen 4 Noiseless™ Telecaster Pickups – \$199.99

The new Gen 4 Noiseless Telecaster pickups feature authentic vintage-style Fender tone combined with noise-free performance and offer crisp, clear cleans and gigantic overdriven tones. The pickups also feature tight low end, clearly defined high end and

punchy mids that can power through any mix. One package includes a set of two single-coil Telecaster pickups and installation hardware.

Gen 4 Noiseless™ Jazz Bass® Pickups – \$199.99

The new Gen 4 Noiseless Jazz Bass pickups feature authentic vintage-style Fender tone combined with noise-free performance and offer crisp, clear tones, tight low end, clearly defined high end and punchy mids. One package includes a set of two single-coil Jazz Bass pickups and installation hardware.

NEW CUSTOM MONOGRAMMED STRAPS: Launching February 2017:

2" Custom Color Fender Monogrammed Straps – \$24.99

Players can support their instruments in eye-catching comfort with Fender's new take on their classic monogrammed straps, featuring a palette inspired by original-era Fender "Custom Colors." The 2"-wide straps are fully adjustable from 31" to 54" and are constructed with a durable polyester top layer and polypro backing to help prevent slipping. The straps also feature genuine leather ends with an embossed Fender logo and classic metal hardware. Straps are available in Candy Apple Red, Daphne Blue, Seafoam Green and Lake Placid Blue.

NEW CHANNEL BOUND NECKS: Launching March 2017:

American Channel-Bound Stratocaster & Telecaster Necks – \$799.99

The new American-made Channel-Bound necks combine a uniquely elegant aesthetic with a distinctively smooth fret-hand feel. The "channel-bound" fingerboard is directly inlaid into the neck, eliminating the side seams while combining slick style with astounding fret-hand feel. The new necks also include a 9.5"-14" compound-radius rosewood fingerboard, comfortable "Modern C"-shaped profile and 21 medium jumbo frets. The synthetic bone nut is pre-slotted with "pilot" string location grooves to make spacing a breeze when performing the final string slot filing.

NEW HARMONICAS: Launching March 2017:

Fender Hot Rod Deluxe Harmonica – \$19.99 (7-Pack & Case – \$119.99)

The Hot Rod Deluxe Harmonica is the latest refinement of Fender's popular harmonicas. The new harmonica includes a vented carrying case, polishing cloth and added valves, or "wind savers," to the brass reeds making it easier to play wide, multi-step bends in both the blow and draw cycles. Other features include etched Chrome Cover, ABS comb, brass reeds and is available in A, Bb, C, D, E, F and G.

Fender Hot Rod Deville Harmonica - \$44.99 (7-Pack & Case - \$269.99)

Designed for rich tone and easy playability, the Hot Rod Deville Harmonica is the latest refinement of Fender's popular harmonicas. The new harmonica includes added valves, or "wind savers", to the phosphor bronze reeds making it easier to play wide, multi-step bends in both the blow and draw cycles. The harmonica also includes a vented carrying case, polishing cloth, Matte black cover, ABS comb and is available in A, Bb, C, D, E, F and G.

NEW LOCKING TUNERS: Launching March 2017:

Stratocaster® & Telecaster® Tuning Machines - \$119.99 (Black) & \$87.99 (Chrome)

Now available with vintage-style buttons, the set of six locking Stratocaster and Telecaster tuners provide maximum tuning stability and fit most U.S.-and Mexico-made Strat® and Tele® models (will not fit American Vintage series instruments). The new tuning machines are available in chrome or black finish and include bushings, removable tuner caps and mounting hardware.

NEW PICKUPS: Launching February 2017:

Tex-Mex™ Telecaster® Pickups - \$99.99

The new Tex-Mex Telecaster pickups are overwound for tight, clear bass, crisp highs and maximum output that easily kicks an amp into overdrive. One package includes a set of two single-coil Telecaster pickups and installation hardware.

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.

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