

FENDER® LINKS PHYSICAL AND DIGITAL PRODUCTS WITH FIRST WI-FI, BLUETOOTH-ENABLED MUSTANG™ GT GUITAR AMPLIFIER SERIES AND NEW FENDER TONE™ APP

AMPLIFIER, FREE COMPANION APP, OFFER ARTIST-CURATED PRESETS, USER-GENERATED EDITING, SHARING FOR EASY TONE CREATION, ENDLESS CREATIVE CONTROL

HOLLYWOOD, Calif. (May 5, 2017) – Fender Musical Instruments Corporation (FMIC) today announced the dual introduction of the brand's second, free mobile app, Fender Tone, in conjunction with the launch of the new Mustang GT Amplifier Series, that work in tandem to deliver accessible guitar tones catered to any player's musical creativity. Fender Digital has dubbed the new iPhone and Android application the "ultimate companion app" to the addition of three new Mustang GT amplifiers, Mustang GT 40, Mustang GT 100 and the Mustang GT 200. Known as one of the best-selling series in Fender amplifier history the new Mustang GT offerings provide enhanced signal processing for better fidelity and flexibility and a new easy, user-friendly interface. Utilizing Fender's first Wi-Fi and Bluetooth enabled amplifier, consumers will have the ability to manage thousands of presets created by Fender sound engineers, notable artists and guitarists, as well as players from the Mustang community. Users can edit effects, share their own presets, create setlists for performances, access easy to download upgrades via Wi-Fi and stream music through the Mustang GT amplifiers via Bluetooth technology.

To demonstrate the versatility of sounds Fender Tone and the new Mustang GT amplifier series provides, Fender tapped into artists across multiple musical genres, such as: singer-songwriter Grimes, blues-rock guitarist Joe Bonamassa and rock band Young The Giant– to capture the preset tones that give these artists their distinctive sounds for fans to replicate.

“Fender Tone is the second release in Fender Digital's suite of applications, and the first hardware companion application we have developed,” said Ethan Kaplan, Chief Product Officer and General Manager, Fender Digital. “It, alongside Fender Tune, aims to accompany players at every stage of their musical journey. Now, with artist-curated presets from Josh Adam Klinghoffer of the Red Hot Chili Peppers, Gary Clark Jr. and Anthrax’s Scott Ian – channeling your favorite song or band for some added inspiration has never been easier.”

Designed for players who enjoy experimenting with various tones and effects, Fender Tone provides real-time control, endless tone creation and an ultra-responsive design that makes even slight modifications quick and easy. The new app allows users to manage presets, as well as make changes and play in real-time through the connected Mustang GT amplifiers. Players can also search and browse presets, as well as create and share their own presets through text, email, social channels and online at tone.fender.com. Additionally, players have the capability to switch seamlessly from tone to tone with the “setlist” feature for gigs, practice or lessons. Players getting started can participate in illustrated walkthroughs that offer tips and information about amplifier models, effects details and signal chain basics.

With a total of three amplifiers in the new Mustang GT series, the variety of offerings allow players at any stage to access a multitude of gear and tones in one easy-to-operate package. Models include: The Red Dot Award-winning Mustang GT 40 (\$249), the perfect table-top workstation for learning and recording, as well as the Mustang GT 100 (\$399) and the Mustang GT 200 (\$599) – both which bring stage-worthy power packed in a light weight package. Premium feature highlights are a user-friendly control interface with color display; Bluetooth wireless streaming of audio tracks utilizing the Fender Tone app or other sources, such as Spotify or Apple Music; USB output for recording; a “setlist” feature; and Wi-Fi capabilities. The new models also offer more than 60 Fender amplifier models, multiple effects and a looper, providing endless sound options and room for creativity.

“We’re proud to introduce our latest innovations to one of the best-selling series in Fender history,” said Jim Ninesling, Senior Vice President Consumer Electronics. “Our first dual launch alongside Fender Digital is an exciting moment, which will not only provide players

with endless digital amplifier features, but also give users the option to use the Fender Tone app for preset and setlist organization.”

The Fender Tone app is available for download now in the App Store and on Google Play Store, while the Mustang GT amplifier series is available for purchase now. The Mustang GT amp will receive frequent software updates, to ensure a smooth experience make sure to update frequently. To update – turn on the amplifier and confirm it is connected to Wi-Fi. Then restart the amp while holding the encoder button for 30 seconds and it will automatically update the latest software.

To learn more about the new Fender Tone app please visit: tone.fender.com. For technical specs on the new Mustang GT Amplifier Series please visit: fender.com/MustangGT. 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.

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ABOUT FENDER DIGITAL:

Established in 2015, Fender Digital is a wholly owned division of Fender Musical Instruments Corporation (FMIC) dedicated to connecting a legacy brand with a new digital ecosystem of products and interactive experiences designed to accompany players, across genres, at every stage of their musical journey. Building on the iconic Fender name, Fender Digital designs and develops apps, websites, platforms and tools to complement Fender electric and acoustic guitars, amplifiers and pro-audio gear to inspire players through a 360-degree musical experience. Since its inception, Fender Digital has introduced Fender Tune for iOS and Android; relaunched Fender.com with a refreshed product experience; and created Fender Connect offering a platform for users to store their personalized information from Fender Digital platforms in one place, providing a universally connected experience.

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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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