

FENDER® AND BEANSTALK BRINGING ROCK 'N' ROLL SPIRIT TO EUROPE

LEADING EUROPEAN BRAND LICENSING AGENCY TO REPRESENT ICONIC MUSIC LIFESTYLE BRAND

London, June 25, 2013 – Iconic U.S. music lifestyle brand Fender today announced plans to expand its licensing efforts in Europe, working with prominent global brand licensing agency Beanstalk. Building on Fender's iconic identity as the preeminent U.S. musical instrument industry pioneer, Beanstalk will broker agreements with best-in-class licensing partners to create high-quality music-centric products that reflect consumer passions for music and the Fender brand.

Fender has defined the signature sound of modern music since 1946. Its products, including the Stratocaster® and Telecaster® electric guitars and the pioneering Precision Bass® and Jazz Bass® guitars, have touched and transformed music worldwide in nearly every genre. Today, Fender-branded instruments are world leaders in sales, and they continue to be the instruments of choice of many of music's biggest acts. The popularity of the brand has transcended sales of instruments to musicians and has led to a successful lifestyle-licensing program that includes dozens of partners and features a Who's Who of world-class licensed partners, including Volkswagen (automotive), Panasonic (premium car audio) and Uniqlo (fashion).

Building on Fender's strong emotional connection with consumers across Europe, Beanstalk's initial emphasis will focus on key lifestyle categories that embody the brand's influence on music. Beanstalk will work in concert with Fender's in-house brand licensing team.

"We're very proud to be working with Beanstalk in Europe," said Fender licensing director Jeff Quinn. "Europe represents a key growth area for Fender licensing. Decades of strong instrument sales, high brand visibility among leading musicians and a successful licensing

program in other parts of the world create an exciting opportunity for licensing in Europe. It was crucial that we find the right partner who understands our brand and what we're trying to accomplish in Europe. Beanstalk is that partner."

Ciarán Coyle, president of Beanstalk Europe and Asia Pacific, said "Fender has played such a legendary part in U.S. and music history. They are perfectly in tune with the demand in the European market for brands with a strong lifestyle image and a contemporary music connection. The company has a unique history and design DNA that has created a strong emotional connection with consumers, from professional players to brand admirers and music lovers of all ages. The partnership with Fender is especially exciting for Beanstalk as we continue to grow our client portfolio with a focus on world-class lifestyle brands."

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About Fender® Fender is the world's leading guitar and musical instrument amplifier brand and a name that is synonymous with popular music since its inception in Southern California in 1946. Fender instruments, such as the Telecaster®, Precision Bass®, Stratocaster® and Jazz Bass® guitars, and Bassman®, Twin Reverb® and Deluxe Reverb® amplifiers, are known worldwide as the instruments that started the rock 'n' roll revolution, and they continue to be highly prized by today's musicians and collectors alike. For more information, visit www.fender.com.

About Beanstalk Beanstalk, a global brand licensing agency and consultancy, extends brands through the strategic and creative development of licensed products. The company works with corporate brands, celebrities, entertainment properties, and other high-profile clients to leverage licensing as a strategic tool to enhance brand awareness, increase consumer touch-points, and generate revenue. Beanstalk also offers a breadth of additional licensing services including direct-to-retail program management, license acquisition for manufacturers and royalty auditing. The company is headquartered in New York, with offices in London, Los Angeles, Miami, and Hong Kong, and affiliates throughout the world. For more information, please visit www.beanstalk.com. Beanstalk is a part of Diversified Agency Services, a division of Omnicom Group 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

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