

FENDER® RE-LAUNCHES OFFICIAL WEBSITE

FLAGSHIP WEBSITE OFFERS IMPROVED NAVIGATION AND ALL-NEW INTERACTIVE FEATURES

SCOTTSDALE, Ariz. (Jan. 16, 2012) – Fender is proud to announce the re-launch of its official website, www.fender.com, unveiling a revitalized online presence with enhanced navigation and a modern look.

"The new Fender website is a destination for music enthusiasts worldwide, and it's exciting to deliver an even more captivating and immersive web experience," said Richard McDonald, senior vice president of Fender marketing. "We are thrilled with the improvements and we believe consumers will be, too."

For the first time ever, users can enjoy a 360-degree view of American and Artist Series instruments through an all-new interactive experience. The revamped website also delivers a new product research area, content-rich news section, user-friendly sorting and filtering functions, an all-new treatment and presentation of the Fender Custom Shop, and much more.

To experience the new Fender website, visit www.fender.com.

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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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