

SQUIER® BY FENDER® INTRODUCES NEW AFFINITY SERIES™ SETS

NEW SETS INCLUDE SQUIER'S VERY FIRST TELECASTER® PACK

SCOTTSDALE, Ariz. (Aug. 6, 2012) – Squier is proud to introduce four all-new Affinity Series sets suitable for all tastes and budgets. These value packs are equipped with a guitar, amp, accessories and everything you need to Stop Dreaming and Start Playing!™

The **AFFINITY SERIES STRAT® WITH FENDER FRONTMAN® 10G AMP** offers a great-sounding, cool-looking and easy-playing Affinity Strat guitar, a compact 10-watt Fender Frontman 10G amp to plug it into, and all the accessories you need to get started. The Frontman 10G is diminutive in size, but it offers mighty tones perfect for beginning guitarists, students and teachers on the go. The Affinity Series Strat is available in Black and Brown Sunburst finishes.

You can't go wrong with the **AFFINITY SERIES STRAT HSS WITH FENDER FRONTMAN 15G AMP** set. The Affinity Strat HSS offers huge sounds and sleek looks with its humbucking pickups, and it pairs beautifully with the punchy 15-watt Fender Frontman 15G amp. This 15-watt amplifier features dual channels ("normal" and "drive"), adjustable gain control that rocks guitar tones from tube-emulated overdrive to full-strength ultra-saturated distortion, along with volume, treble and bass controls, 8" Special Design speaker, closed-back design for heavier bass response, auxiliary input and headphone jack, and classic black panel/skirted knob/silver grille cloth looks. The Affinity Series Strat HSS is available in Brown Sunburst and Candy Apple Red.

Telecaster fans can now enjoy Squier's very first Tele® bundle, the Affinity Series Tele® with Fender Frontman 15G amp pack. This set puts the time-honored tone, look and vibe of the world's first great solid-body electric guitar, a 15-watt Fender Frontman 15G amp and all the accessories needed to get you going all in one pack. The Squier Affinity Telecaster is available in Butterscotch Blonde with single-ply black pickguard and Brown Sunburst with a

three-ply black/white/black pickguard, and features two singing single-coil pickups, rock-solid bolt-on maple neck and a sharp new gold-and-black Squier headstock logo.

The **AFFINITY SERIES STRAT HSS WITH G-DEC® JUNIOR AMP** is the leader of the packs. The set features a humbucking pickup-equipped Affinity Strat HSS guitar and the compact and amazingly versatile Fender G-DEC®. The Squier Affinity Strat HSS is available in Brown Sunburst and Candy Apple Red, and features a scorching humbucking bridge pickup, sparkling single-coil neck and middle pickups on a classic three-ply black/white/black pickguard, rock-solid bolt-on maple neck with rosewood fingerboard, skirted black control knobs and a sharp new gold-and-black Squier headstock logo.

Fender's acclaimed 15-watt G-DEC Junior amp features 16 amp types, 15 effects presets, 15 drum/bass/accompaniment loops (with patterns in rock, blues, jazz, metal, country, Latin, hip-hop and other styles), 8" Special Design speaker, metronome, key selector and adjustable tempo controls, separate volume controls for guitar and backing loops, built-in E-tuner, easy MIDI computer connectivity, auxiliary input and headphone jack.

All packs include an electronic tuner, instructional DVD, gig bag, cable, strap and picks. For more information, and to locate a dealer near you, go to www.squierguitars.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

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