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[Amanda.Whiting@RolandUS.com](mailto:Amanda.Whiting@RolandUS.com)**BOSS FRV-1 FENDER REVERB PEDAL NOW SHIPPING***1963 Fender Spring Reverb Returns as a Modern Stompbox*

**Los Angeles, CA, August 11, 2009** – BOSS® and Fender® USA have collaborated to create the [FRV-1](#), a stunning recreation of the 1963 Fender Reverb®. A staple sound of rockabilly, country, blues, surf rock and even grunge rock, this tube-driven reverb sound is now available in an affordable, rugged compact pedal.

The FRV-1 recreates the classic spring-reverb sound of the 1963 Fender Reverb via patented COSM® technology. Three classic controls for Dwell, Tone, and Mix allow players to refine their tone, adding buttery warmth or sparkling twang.

The FRV-1 is now available with an MSRP of \$206.50.

**About BOSS**

BOSS, a division of Roland Corporation, has achieved legendary status among guitarists by offering a diverse, world-leading product lineup, which includes compact-effects processors, multi-effects processors, digital recorders, rhythm machines, metronomes, tuners, and more. For more information, visit <http://www.BossUS.com>.

For an embeddable video of this product, please visit:

<http://www.youtube.com/watch?v=GX5EhRCWJOs>

For high resolution images of this product, please visit:

<http://rus.rolandus.com/media/section.aspx?CategoryId=1181>