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ROLAND AND FENDER® UNVEIL NEW V-GUITAR THE VG STRATOCASTER G-5

Classic Stratocaster® Guitar With Groundbreaking COSM Modeling Onboard

Los Angeles, January 19, 2012 — Industry giants Roland and Fender are proud to introduce the [VG Stratocaster G-5](#), an amazingly versatile electronic guitar that fuses traditional design with the latest in digital music technology. Combining Roland's revolutionary COSM® modeling with Fender's classic Stratocaster guitar, the VG Stratocaster G-5 gives players instant alternate tunings, a wide selection of electric, acoustic and 12-string guitar models, and more—all easily accessible with standard controls on the front of the instrument.

In 2007, the two legendary companies joined forces to create the VG Stratocaster guitar, the first instrument to blend Roland's innovative digital technologies with Fender's iconic solid-body guitar. The VG Stratocaster G-5 represents the next generation in this important partnership, which aims to enhance and expand the potential of the guitar through the seamless integration of familiar, world-class instrument design and leading-edge digital processing.

Inside the VG Stratocaster G-5 is Roland's groundbreaking COSM guitar modeling, the same tone technology found in the VG-99 V-Guitar System and GR-55 Guitar Synthesizer. Driven by an inconspicuously mounted GK-3 Divided Pickup, the onboard COSM engine gives the player a world of different guitar sounds including unique "ideal-performance" pickups, such as a humbucker with ultra-wide range and a single coil with full, bold tone at their fingertips, available simply by adjusting the familiar Stratocaster knobs and 5-way pickup selector switch.

The 20 sounds onboard the VG Stratocaster G-5 include Fender Stratocaster, Telecaster®, humbucking, 12-string, acoustic models, and cutting-edge unique sounds plus five alternate tunings. A Mode Control knob selects one of five distinct modeling modes, while the Tuning Control knob allows players to apply alternate tunings such as open G, drop D, baritone, and others to any currently selected model. In addition, a digital reverb effect is available when an acoustic model is selected.

As an instrument, the VG Stratocaster G-5 is an authentic Fender Stratocaster guitar through and through. It features a solid contoured body, 22-fret maple neck (with rosewood or maple fingerboard), three American Strat® single-coil pickups with 5-way switching, a synchronized tremolo bridge, a 3-ply pickguard, American inline tuners and chrome hardware. The VG Stratocaster G-5 is 100% a real Strat® guitar, with the same legendary sound and feel that players have loved for over 50 years.

The VG Stratocaster G-5 gives players a single, versatile guitar that can cover any musical style and playing situation.

The VG Stratocaster G-5 is available in a classic sunburst finish with a rosewood fingerboard, or a black finish with a maple fingerboard.

Distributed exclusively by Roland, the VG Stratocaster G-5 will be available in March 2012. For more information, visit www.RolandConnect.com.

About Roland Corporation

Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, digital recording equipment, amplifiers, audio processors, and multimedia products. With nearly 40 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit www.RolandUS.com.

For high-resolution images of this product, please visit <http://www.RolandUS.com/Media>.

For embeddable videos, please visit <http://www.YouTube.com/RolandChannel>.

About Fender Musical Instruments Corporation

Fender Musical Instruments Corporation (FMIC) is the world's leading guitar manufacturer, and its name has become synonymous with all things rock 'n' roll. Iconic Fender® instruments such as the Telecaster®, Stratocaster®, Precision Bass® and Jazz Bass® guitars are known worldwide as the instruments that started the rock revolution, and they continue to be highly prized by today's musicians and collectors. FMIC brands include Fender®, Squier®, Guild®, Tacoma®, Gretsch®, Jackson®, Charvel®, EVH®, SWR® and Groove Tubes®, among others. For more information, visit www.fender.com.