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ROLAND AND FENDER® ANNOUNCE THE GK-READY STRATOCASTER® GC-1 GUITARS – ONE OF THE V-GUITAR SERIES

13-Pin Output Supports Roland Guitar Synths and V-Guitar System

Los Angeles, January 19, 2012 — Roland and Fender are pleased to announce the [GC-1 GK-Ready Stratocaster](#) guitar as one of the V-Guitar series, a professional-level electric guitar that can be directly connected to the GR-55 Guitar Synthesizer and VG-99 V-Guitar System. Combining an authentic Stratocaster guitar and a special Roland divided pickup with a 13-pin output, the GK-Ready Stratocaster GC-1 can be used with both standard guitar equipment and revolutionary Roland V-Guitar category products like the GR-55 and VG-99.

Universally recognized as leading pioneers in the music products industry, Roland and Fender have enjoyed a productive partnership for a number of years. Bringing their unique strengths together to enhance and expand the potential of the world's most popular instrument, they've jointly developed a number of electronic guitar products, such as VG Stratocaster guitar, and Legend series compact pedals.

Roland V-Guitar category products like the GR-55 and VG-99 put the unlimited potential of digital technology into the hands of guitarists everywhere. To harness this power, Roland developed the GK Divided Pickup, a special pickup that allows each of a guitar's strings to be processed independently. Connecting a GK-Ready guitar to the Guitar Synthesizer or V-Guitar System opens up a world of magical music expression to the guitarist, including instant alternate tunings, transforming the guitar sound into another instrument entirely, and much, much more.

To help identify and define these advanced products, we have created a new category "V-Guitar" that will include all the 13-pin compatible products, such as VG-/VB-99, GR-55 and Divided pickups, as well as the VG Stratocaster and GK-Ready Stratocaster.

The GK-Ready Stratocaster GC-1 takes Fender's iconic and cherished guitar and builds in a Roland GK Divided Pickup and a 13-pin output for connecting to the Guitar Synthesizer and V-Guitar System. The instrument's intuitive control panel also includes a knob and switches that allow the player to control various functions of 13-pin compatible devices directly from the guitar, as well as blend the guitar's normal pickups with the GK-driven sound.

As a guitar, the GK-Ready Stratocaster GC-1 is a 100% authentic Fender Strat® guitar, with the same legendary sound and feel that players have loved for over 50 years. It features a solid contoured body, maple neck (with rosewood or maple fingerboard), three single-coil pickups with 5-way switching, a synchronized tremolo bridge, a 3-ply pickguard, American inline tuners, and chrome hardware.

The GK-Ready Stratocaster GC-1 is available in a classic sunburst finish with a rosewood fingerboard, or a black finish with a maple fingerboard.

Distributed exclusively by Roland, the GK-Ready Stratocaster GC-1 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.