



FOR IMMEDIATE RELEASE
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KATY PERRY TO AUCTION OFF GUITARS FROM PEPSI SUPER BOWL XLIX HALFTIME SHOW TO BENEFIT BREAK THE CYCLE

FANS MAY BID ON HALFTIME SHOW GUITARS AT NFL AUCTION THROUGH FEBRUARY 15

KATY PERRY and the **NFL** announced today that the **FENDER** guitars that Katy's band will play during the **PEPSI SUPER BOWL XLIX HALFTIME SHOW** will be auctioned off at **NFL AUCTION** (www.nfl.com/auction) to benefit **BREAK THE CYCLE**. The Pepsi Super Bowl XLIX Halftime Show will be broadcast on NBC from University of Phoenix Stadium in Arizona.

The American Standard Stratocaster®, American Special Jazzmaster® and '74 American Vintage Jazz® bass instruments highlight Fender's core offering of American-made guitars built in the company's prestigious Southern California factory. These unique guitars were hand selected for Casey Hooper, Josh Moreau and Nathan Spicer to play on the world's biggest stage and were custom-painted to match the overall ambiance and color coordination of the live performance.

The guitars will be available on NFL Auction through February 15, 2015.

Break the Cycle is the leading national nonprofit organization working to provide comprehensive dating abuse prevention programs exclusively to young people. Through innovative violence prevention programs, hosting public campaigns or championing effective laws and policies, Break the Cycle inspires and supports young people in preventing and ending unhealthy relationships.

The Pepsi Super Bowl Halftime Show is the most-watched musical event of the year. More than 115 million viewers in the U.S. watched last year's show. The Super Bowl and halftime show will be broadcast worldwide.

The **PEPSI SUPER BOWL XLIX HALFTIME SHOW** is an **NFL NETWORK PRODUCTION** and will be executive produced by **RICKY KIRSHNER** and directed by **HAMISH HAMILTON**.

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NFL AUCTION is the official auction site of the National Football League and the only place to bid on guaranteed and authentic signed, game-used items and unique NFL experiences. Over the past five years NFL Auction has donated more than \$5 million to a variety of nonprofit organizations. NFL Auction donates 100% of its net proceeds to support NFL and team charities. For more information, please visit www.nfl.com/auction.

About Fender

Fender Musical Instruments Corporation is the world's foremost manufacturer of guitars, basses, amplifiers and related equipment. With an illustrious history dating back to 1946, Fender has touched and transformed music worldwide and in nearly every genre: rock 'n' roll, country and western, jazz, rhythm and blues, and many others. Everyone from beginners and hobbyists to the world's most acclaimed artists and performers have used Fender instruments and amps, and legendary Fender instruments such as the Telecaster® and Stratocaster® guitars and Precision® and Jazz® bass guitars are universally acclaimed as design classics.

Instruments:

(1) American Standard Stratocaster(R) - \$1,299.99

(1) American Special Jazzmaster(R)- \$999.99

(1) '74 American Vintage Jazz bass(R)- \$2,399.99

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