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FOR IMMEDIATE RELEASE:

## Musicorp's Farewell to Bill Mendello

**Charleston, SC, August 9, 2010**– Musicorp, a leading distributor and manufacturer of musical instruments, lighting products and accessories, welcomed a visit from retiring Fender Guitars CEO, Bill Mendello on July 21<sup>st</sup>, 2010. Bill Mendello and his wife, Donna, stopped by Musicorp Headquarters to say thanks to the hard working staff of Musicorp and M&A Sales. Following more than 30 years of service to Fender Musical Instruments Corporation, Bill Mendello recently announced that he will retire from his position later this year.

Musicorp's Vice President of Sales, Dan Roberts, presented a Barcus-Berry Piano Black Vibrato Violin to Bill Mendello, signed by all Musicorp and M&A Sales employees. Bill and Donna were also presented with best wishes cards from Musicorp's Louisville, KY warehouse and Effingham, IL office staff. Bill Mendello talked to Musicorp employees about his history with Fender and the legacy of Fender guitars.

Dan Roberts, Musicorp's VP of Sales stated, "We were very glad Bill Mendello was able to come by and chat with us. We are very proud to be part of the Fender family."

(PHOTO ATTACHED: Donna and Bill Mendello, Dan Roberts)

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### About Musicorp

Musicorp is a leading wholesale distributor of musical instruments, accessories and lighting equipment owned by KMC Music. Musicorp partners with its retail customers to help them strategically grow their business, providing the industry's widest product selection, broadest marketing reach and largest distribution network. The company offers distinctive, proprietary brands such as Barcus-Berry, J.B. Player, Percussion Plus, Arbor, J.Reynolds, RMS, Amigo, Lauren and MBT Lighting & Sound as well as strategic partnerships with brands such as Samson, Zoom, Hartke, Yamaha guitar packages and portable keyboards, Sabian, Dean Guitars, Remo Percussion, Luna Guitars and more. Musicorp is headquartered in Charleston, SC with distribution centers located in California and Kentucky. For more information, please call 800-845-1922/ 800-874-5774, or visit us online at <http://www.musicorp.com>.

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