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**FENDER DESIGNS CUSTOM GUITAR FOR LOVE RIDE 28:
DONATES AS ONE OF TOP PRIZES FOR 2011 EVENT ATTENDEES**

GLENDALE, California – October 17, 2011 – Fender Musical Instruments Corp. has created a custom-designed Telecaster® guitar specifically for Love Ride 28, a major donation anyone can win, that's expected to promote even greater attendance in support of the fight against autism as the 2011 version of the world's largest charity motorcycle ride returns to Castaic Lake, California on October 23.

"Fender's donation is exactly what the spirit of Love Ride is all about," said Love Ride founder Oliver Shokouh. "The company's generosity and involvement are exemplary and an inspiration in these challenging times, bringing more people to Love Ride and helping to make a larger difference in the struggle against autism."

Paying tribute to the 60th anniversary of one of the world's most iconic guitars, Fender selected the Telecaster® for its one-of-a-kind creation for the 2011 Love Ride. Custom built at the company's plant in Corona, California, the guitar features the Love Ride 28 logo and will be autographed by the event's featured music artists, Montgomery Gentry, plus other surprise celebrities that often show up unexpectedly at Love Ride. It's a unique prize designed to capture the spirit of the 28th annual event and create a lasting memory for the winner.

There are more attractive prizes that anyone who purchases a ticket to the event can win, including the Grand Prize: Emmy award-winning actor Bryan Cranston's personal 2006 Harley-Davidson Heritage Softail. There are also numerous prizes for top fundraisers, including a trip for two to the Harley-Davidson museum and factory in Milwaukee.

As the largest and perhaps most eagerly-anticipated motorcycle ride-for-charity in the country, the Love Ride continues to offer both a strong philanthropic and entertainment proposition:

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Love Ride 2011 Fender Guitar Donation 2-2-2-2

- An important cause – Raising money and awareness for the fight against Autism
- Celebrity bikers – Mingle Jay Leno, Peter Fonda, Robert Patrick, Lorenzo Lamas, and other surprise celebrities
- Top music – The pleasures of country stars Montgomery Gentry (they ride, too)
- Bike show – Participants can display their rides and win one-of-a-kind trophies
- Stunt Show – Daring feats performed on two wheels
- Gourmet cuisine – Delicious food from a variety of purveyors

As in 2010, the Love Ride charity is Autism Speaks™, the nation's largest autism science and advocacy organization, dedicated to funding research into the causes, prevention, treatments and a cure for autism.

Castaic Lake once again plays host to the Love Ride, with its rolling hills, shade trees and calming lake as the backdrop for a long list of family-friendly activities and an eclectic variety of souvenirs.

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All makes of motorcycles are welcome to participate in the Love Ride. And even if you don't ride a motorcycle but would like to donate and join the party in beautiful Castaic Lake, there is ample parking for cars and trucks on site. For the latest information and event updates, go to www.loveride.org.

Go online to sign-up at www.loveride.org or visit Glendale Harley Davidson in person at 3717 San Fernando Road, Glendale, CA. Forms can also be obtained by calling the dealership at (818) 246-5618.

About Love Ride:

The Love Ride, a 501(c)3 charity, began in 1984 to raise funds for children's charities. Oliver Shokouh is Love Ride's founder and owner of Harley-Davidson® of Glendale located at 3717 San Fernando Road, Glendale, CA, an authorized dealer for Harley-Davidson® and Buell® Motorcycles serving customers since 1976.

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Love Ride 2011 Fender Guitar Donation 3-3-3-3

About Autism Speaks™

Since its inception in 2005, Autism Speaks™ has committed over \$142.5 million to research through 2014 and developed innovative new resources for families. The organization is dedicated to funding research into the causes, prevention, treatments and a cure for autism; increasing awareness of autism spectrum disorders; and advocating for the needs of individuals with autism and their families. Autism Speaks™ has played a critical role in securing federal legislation to advance the government's response to autism, and has successfully advocated for insurance reform to cover behavioral treatments. To learn more about Autism Speaks™, please visit www.autismspeaks.org.