

September 1, 2010

Branding Reorganization

Roland Corporation (President: Hidekazu Tanaka, Capital: 9,274 million yen) will be consolidating the "RSS by Roland" brand of professional audio equipment, and "EDIROL by Roland" brand of video equipment under the Roland brand starting with new products to be released on or after September 1, 2010. At the same time, the company will make the transition from the "Cakewalk by Roland" brand, which currently provides both PC music-related hardware and software, to a brand that specializes in software.

Before September 1

	- Electronic Musical Instruments in general
	- Professional Video Equipment
	- Professional Audio Equipment
	- Computer Music-related Hardware and Software
	- Guitar-related equipment
	- Large Classic Organs

On September 1 and onward

	- Electronic Musical Instruments in general
	- Professional Video Equipment
	- Professional Audio Equipment
	- Computer Music-related Hardware
	- Computer Music-related Software
	- Guitar-related equipment
	- Large Classic Organs



Roland delivers products in a broad range of categories, and uses a multi-brand approach to enhance the unique identity of each product category in their respective markets. While the "RSS by Roland" and "EDIROL by Roland" brands have had a presence in the growing professional audio and video markets, these two brands will be consolidated under "Roland," which is the most widely recognized and trusted brand in commercial markets. These areas are currently undergoing a transition from analog to digital. Roland's strengths in digital technology will position the company as a total provider of solutions for live performance, as well as audio and video production and editing.

Meanwhile, the "Cakewalk by Roland" brand will be given a clearer brand identity by concentrating solely on computer music-related software. Hardware products that have

been marketed under "Cakewalk by Roland" will now be marketed under "Roland," a brand that is a familiar name among users of musical instruments. This will expand communication to a broader range of users, and will create new demand by suggesting solutions that combine hardware from "Roland" and software from "Cakewalk."

Through these brand consolidations, Roland will improve its efficiency in their brand-related investments, and enhance the communication impact and value of these brands.

Roland Corporation