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ROLAND TO EXHIBIT AT 2018 CONSUMER ELECTRONICS SHOW

World Premiere Scheduled for "Music Connects" Lifestyle Applications

Los Angeles, CA, December 28, 2017 — Roland announces plans to present several new "Music Connects" lifestyle applications for making music and video during the 2018 Consumer Electronics Show (CES). "Inspiring the enjoyment of creativity" and "delivering the thrill and excitement of creative experiences" have been part of Roland's mission since the company was founded in 1972. The new "Music Connects" movement expands on those ideals by inspiring people to take action creatively around the world and shining a light on how the creative experience can connect people and make life better. A newly launched ["Music Connects" website](#) also aims to bring music and video creation into everyday life for as many people as possible.

Roland Corporation CEO and Representative Director Jun-ichi Miki added, "The essence of 'Music Connects' has long been a part of why Roland exists as a company. Our story then and now is about how Roland can advance our expertise in technology in ways that give our customers the best tools to enhance their creativity. We hope this new initiative inspires people to connect creatively and to find the joy in expressing themselves to each other in ways they never have before."

The world premieres of three new Roland products are also scheduled for 12:00 AM, January 8, 2018, (PST) in conjunction with CES and the launch of Roland's "Music Connects" 2018 campaign. These new products are all designed in the spirit of "Music Connects" and showcase how Roland's expertise in technology can help them bring creativity and cultures together in ways that improve lives. All new products will be displayed at Roland's CES exhibit space, where attendees can get hands on with each new product.

Roland will be exhibiting at CES 2018 at LVCC Central Hall, Booth# 17544. For more information, please visit Roland.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 more than 40 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit Roland.com or see your local Roland dealer.