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BOSS INTRODUCES NEW ACCESSORIES LINEUP

Premium Music Accessories with the Official BOSS Brand

Los Angeles, CA, April 6, 2016 — BOSS is pleased to announce a new line of premium music accessories, available through authorized BOSS dealers. The initial launch introduces more than 60 different BOSS-branded products for guitarists, bassists, and other musicians. The assortment includes instrument and speaker cables, picks, straps, and instrument care products, with many additional items yet to come.

The new line is BOSS' first expanded foray into the world of music accessories. Long requested by customers, these quality solutions are the perfect complements to the company's world-renowned music products.

"With the new official BOSS accessories, our customers will enjoy the same top-quality performance and lasting durability that BOSS products are famous for," says Niko Spanos, General Manager, Roland Accessories Division. "BOSS pedals, multi-effects, and tuners are mainstays in the guitar and bass world, and these premium accessory solutions represent a natural extension of our trusted brand."

Professional Instrument and Speaker Cables: BOSS cables deliver high-end performance for guitar, bass, and other musical applications on stage and in the studio. Engineered to preserve tone, they accurately transmit the purest signal without contamination or interference. Oxygen-free copper core wire translates every nuance, while specially designed connectors with 24K gold-plated contacts ensure the most precise sound reproduction available. Rugged and durable, BOSS cables are backed with a lifetime guarantee.

Picks: BOSS premium picks are made in the USA and manufactured with the highest quality materials for great feel and playability. Ideal for all styles of music, the picks feature clean, polished edges that provide easy control and consistent tone. The picks come in bags of 12 or 72, and are offered in American celluloid and Delrin® materials. The celluloid picks are available in many different colors, including Abalone, Mosaic, Shell, Black, and Camo.

Instrument Straps: BOSS instrument straps are designed to handle guitars, basses, and other instruments with comfort and style. Select top-quality American leather offers a super-soft feel and lasting durability for a lifetime of use. The straps are available in a number of different designs and widths to suit the style and comfort needs of all types of players.

Additional Accessories and Lifestyle Gear: The BOSS accessories lineup also includes care kits for keeping guitars, basses, and BOSS gear in top shape. A premium barstool with the

distinctive BOSS logo is available as well, allowing musicians to make their favorite gear brand part of the décor in their living space, studio, or workshop.

To learn more about the new BOSS accessories lineup, visit [BossUS.com](https://www.bossus.com).

About BOSS

BOSS, a division of Roland Corporation, has achieved legendary status among guitarists by offering a diverse, world-leading product lineup that includes amps, compact effects processors, multi-effects processors, digital recorders, rhythm machines, metronomes, tuners, vocal products, and more. For more information, visit [BossUS.com](https://www.bossus.com).