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ROLAND U.S. ANNOUNCES SALES PERSONNEL APPOINTMENTS*Company Expands Sales Team with New Promotion and Hires*

Los Angeles, CA, August 26, 2015 — Roland Corporation U.S. announces several key changes to its sales team that will enable the company to offer more focused dealer support and new perspectives on product development.

Bob Bailey has been promoted to Director of BOSS U.S. – Sales/Marketing. Most recently, he held the position of Key Account Manager. In his new role, Bailey will steer the Sales and Marketing of BOSS and Roland Guitar products within the U.S. He will be based in the field and will work closely with the company's sales force and dealer network. In addition, Bailey will work with BOSS Japan by providing deeper market feedback that will assist the company in bringing relevant and innovative new products to the U.S. market.

Denis Andelin has been named National Accounts Manager for BOSS and Roland products. He comes to Roland U.S. with 19 years of M.I. experience, having held key management positions at Guitar Center and most recently at the Bose Corporation. Before his start in the M.I. industry, Andelin served in the U.S. Army National Guard. He is also the recipient of a number of sales and service awards.

Brent LaCasce joins the company as Key Account Manager, handling all Roland and BOSS products. Most recently, he served in the Academic Music Technology Sales department at Sweetwater Sound. Prior to that, he served in the U.S. Army Band, and held various positions in music education. He also holds a Master's Degree in Jazz Studies.

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 RolandUS.com or see your local Roland dealer.