

Roland Corporation U.S. 5100 S. Eastern Avenue Los Angeles CA 90040-2938
T: (323) 890-3700 F: (323) 890-3701 www.Roland.com

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Press Contact:

Leslie Buttonow
Account Manager
Clyne Media, Inc.
(615) 662-1616
Leslie@clynemedia.com

Company Contact:

Rebecca Eaddy
Marketing Communications Mgr.
Roland Corporation U.S.
(323) 890-3718
Rebecca.Eaddy@roland.com

ROLAND CORPORATION NAMED FINALIST FOR “KENTICO SITE OF THE YEAR 2016”

Company Vies for Top Honors in Online Marketing Excellence

Los Angeles, CA, March 7, 2017 — Roland Corporation has been selected as a finalist for “Kentico Site of the Year 2016” in the category of “Best Consumer Goods Site.” Roland recently brought Kentico’s CMS and automated online marketing platform on board globally to provide top-notch pre-sale and after-purchase user experiences that complement Roland’s reputation as a leading musical instrument brand.

Roland, sharing the company of Beautyrest and Segway as finalists in the “Best Consumer Goods” category, was selected for its commitment to enhancing brand consistency. By creating a cohesive global presence and online marketing program, Roland quickly and efficiently rolls out global content so that musicians are always up to date with unified, timely messages that inspire them to experience the newest offerings from Roland and BOSS for themselves.

Roland Corporation U.S. Online Marketing Manager and Webmaster Joe Sparacio contributes to Roland’s ongoing marketing successes as a senior member of Roland’s global online marketing team. Sparacio noted, “Moving to Kentico has allowed us to create our first truly global, multilingual corporate website, establishing brand consistency across all regions, and allowing us to eliminate redundant web infrastructure. Now that we’re all using the same platform, we can share resources and marketing materials, allowing us to generate cutting-edge content and immersive customer experiences at unprecedented speed.”

Kentico previously acknowledged Roland as “Site of the Month” in December 2016, and as a top 10 site for 2016. Voting for “Kentico Site of the Year 2016” is open to the public on [Kentico’s website](http://Kentico's website) through March 14, 2017.

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 www.Roland.com or see your local Roland dealer.