

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

FOR IMMEDIATE RELEASE

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

RYSE UP Contact:

Myrlaun Walker
Director of Publicity
RYSE UP Inc.
(213) 616-8136
myrlaun@ryseup.com

ROLAND TEAMS WITH RYSE UP DISCOVERY SERIES STARTING WITH UP-AND-COMING PRODUCER SEARCH

*New Artist Discovery Platform Offers Chance to Work with Marley Waters on Remix
Project for Wyclef Jean, with Many Exciting Projects to Follow*

Los Angeles, CA, April 27, 2017 — Roland and RYSE UP are teaming up, starting with hit-makers Marley Waters and Wyclef Jean, to find the next top music producer through the new ROLAND + RYSE Discovery Series. RYSE is an interactive media platform for artist discovery, engagement, collaboration, and activation, while creating music and short-form video content.

In the first search of the series, famed music producer Marley Waters is looking to discover a hot new producer to join him in the studio to remix Wyclef's Billboard hit "I Swear." Up-and-coming musicians can submit their best work for this contest on the RYSE platform, where peers and artists will review and vote up the hottest tracks. As a special offer, the entry fee will be waived for the first 100 participants, courtesy of Roland.

The top entries will land on Marley's mixing board, where he will personally review them and crown the winner. The winner will be flown to Los Angeles, where he/she will work directly with Marley Waters in the Roland studio. Together, they will remix "I Swear," bringing the spotlight to a new, deserving artist. As part of the prize package, the winner will have their work mastered in the studio, and have the opportunity to shoot and edit a music video at Roland's headquarters.

Marley Waters says the Discovery Series gives him a new outlet to find up-and-coming artists he wouldn't find otherwise. He explains, "RYSE is beneficial because it gives producers, singers, and songwriters a chance to connect and make music together. I'm always looking for the next innovative person to work with, and sometimes it's not the people you're referred to. RYSE is creating a new experience in itself, through an app that connects artists digitally for real-life opportunities to work together."

In the spirit of giving-back to the artist community, a portion of the Discovery's proceeds will be donated to the House of Blues Music Forward Foundation, "a nonprofit organization dedicated to accelerating real-life skills for youth using music as the bridge to success."

For details and to enter the ROLAND + RYSE Discovery Series with Marley Waters and Wyclef, visit <http://ryseup.com/#/marleywaters>. For official rules, visit <http://ryseup.com/#/marleywaters/rules>. Visit <http://ryseup.com> to view all upcoming discoveries in the ROLAND + RYSE Discovery Series.

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.

About RYSE UP Inc.

RYSE serves as the vehicle for artist discovery, engagement, collaboration, activation, unique content creation, and original programming. The RYSE Platform melds an eclectic mix of raw, untethered talent with polished artists through a platform that elevates exceptionalism and changes the way artists identify compatible styles. RYSE UP Inc. is based in Venice Beach, CA. For more information, visit www.ryseup.com.