

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

FOR IMMEDIATE RELEASEPress Contact:

Robert Clyne
President
Clyne Media, Inc.
(615) 662-1616
Robert@clynemedia.com

Company Contact:

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

ROLAND RECEIVES MULTIPLE MIPA AWARDS AT MUSIKMESSE SHOW*ELCajon EC-10 and Blues Cube Hot Guitar Amp Win 2016 MIPA Awards*

Los Angeles, CA, April 13, 2016 — Roland proudly announces that two new products won 2016 MIPA awards during the Musikmesse International Press Awards ceremony in Frankfurt, Germany on April 8, 2016. This year, over 100 journalists from around the globe nominated and voted on top musical instrument and pro audio products in 38 categories.

The Roland **ELCajon EC-10** Electronic Layered Cajon was the winner of the Best Electronic Drums category, and received a nomination in the Percussion Instrument category as well. The EC-10 is an innovative hybrid cajon with built-in electronic sounds. It allows players to enhance the acoustic cajon sounds with an array of complementary sounds. Battery power and onboard amplification offer on-the-go music making.

Roland's **Blues Cube Hot** Guitar Amplifier was one of the winners of the Guitar Amp category. This compact 30-watt combo is ideal for home or studio use, yet still delivers plenty of volume for stage performing. It features Roland's acclaimed Tube Logic design, which combines authentic tube tone and touch response with modern advantages like lighter weight and maintenance-free operation.

To learn more about the ELCajon EC-10, visit rolandus.com/products/el_cajon_ec-10/. To learn more about Blues Cube Hot, visit rolandus.com/products/blues_cube_hot/.

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.

For high-resolution images of these products, please visit RolandUS.com/Media and for embeddable videos, visit YouTube.com/RolandChannel.