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ROLAND ANNOUNCES SECOND 808-INSPIRED PUMA SNEAKER

PUMA RS-100 Roland and RS-0 Roland Drop Globally on #808DAY

Los Angeles, CA, July 20, 2018 — Roland Corporation has teamed up with the global sports brand PUMA to unbox a second new TR-808-inspired sneaker, the **PUMA RS-100 Roland**. Roland's partnership with PUMA kicked off earlier this year with the unveiling of their first sneaker collaboration, PUMA's RS-0 Roland, also inspired by the legendary 808 drum machine.

PUMA's RS-100 Roland follows the story of reinvention—inspired by the past, shaped by the colorful histories of both brands and reimagined for the future. While the RS-0 Roland is a complete reboot of PUMA's classic '80s R-System line of running sneakers, the new RS-100 Roland retains a more retro look but decked in modern materials.

The upper of the RS-100 Roland features a vibrant orange suede Formstrip with white reflective edges amidst a combination of white-red pebble leather, black ripstop nylon panels and yellow suede. PUMA and Roland branding can be found on the tongue label, the footbed and the anodized metal hangtag. "Rhythm Composer TR-808, Computer Composer" is printed on the heel. A PUMA and Roland logo is printed on the footbed while the outsole features lines that mimic the lights on a synthesizer. All colors and detailing represent '80s retro hues found on a Roland TR-808 drum machine.

Unveiled last spring, the RS-0 Roland, also inspired by the game-changing TR-808 drum machine, features premium leather black upper, micro perf vents, 6mm flat, reflective laces, reflective midsole details and signature TR-808 colors—red, orange and yellow—on the Formstrip. Familiar notes like "Rhythm Composer" and "Bass Drum" accent the midsole while the orange hue continues to the translucent rubber outsole. PUMA and Roland branding can be found on the tongue label, footbed and the anodized metal hangtag.

This exciting collaboration extends Roland's commitment to innovation and continuing to shape the sound of modern music, setting the standards in music technology for the world to follow. For PUMA, it continues to enrich their stories of reinvention by partnering with influential and creative brands, individuals, and institutions that strive to push culture forward through innovation in design, style, technology, and more.

Both the RS-0 and RS-100 Roland sneakers drop globally on August 8, 2018, internationally known as #808DAY. The iconic TR-808 drum machine is celebrated for its legendary status and credited by many as the spark that lit the flame of hip-hop music worldwide.

RS-0 and RS-100 sneakers can be purchased starting August 8, 2018, at PUMA.com, at PUMA stores and through leading retailers.

#808DAY

Style Name: PUMA RS-0 Roland

Article Number: 368406 01

Colorway: PUMA Black

Retail Price: US \$130 / EUR 110

Style Name: PUMA RS-100 Roland

Article Number: 368405 01

Colorway: PUMA Black-PUMA White-Vibrant orange

Retail Price: US \$100 / EUR 110

To learn more about Roland products, visit Roland.com.

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 Roland.com or see your local Roland dealer.

About PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 11,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>.

Additional image and video assets:

Images – https://fastcat.puma.com/web/618c43580dee21e0/18aw_sp_rs-roland_imagery/

Images –

<https://fastcat.puma.com/transfer/46428f4feda17beee5b79ce19173c1681a0fdbce9414dba2e5465108de2b3ee8>

Videos – https://fastcat.puma.com/web/588e8d1077f33119/18aw_sp_rs_roland_video-content/