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BOSS ANNOUNCES #BOSSLOOP WEBSITE

*Loop Performers Worldwide Invited to Share Looping Music Videos on
#bossloop Website*

Hamamatsu, Japan, April 6, 2016 — BOSS is pleased to announce #bossloop, a new music-themed video website that gives players who love to loop a place to show off their creativity and have fun with fellow loop performers around the world. The #bossloop website is designed to inspire musical breakthrough for loop performers of all skill levels, and the video content for #bossloop is generated for and by the people who love looping.

Loop performance allows people to create music full of imagination through the use of recording and overdubbing voice, instrument, and an infinite number of recordable sounds that are weaved into unique musical creations. Equal parts inspiration and expressiveness, there is no limit to the ideas born from looping.

BOSS Corporation President Yoshihiro Ikegami stated, “The purpose of #bossloop is to give loop performers a fun and inspiring place to celebrate their music and to experience their own musical breakthroughs.”

Loop performers can easily share their looping videos on YouTube while also being showcased within the dedicated #bossloop community online.

Featured videos will be hand-selected by a team of musicians at BOSS and showcased on dedicated #bossloop web and social media community pages. The entry period for #bossloop begins April 6, 2016, and the #bossloop community web page will be live May in 2016.

For more information, please visit the official #bossloop web page here: www.bossloop.com.

About BOSS

BOSS, a division of Roland Corporation, has achieved legendary status among guitarists by offering a diverse, world-leading product lineup that includes amps, compact effects processors, multi-effects processors, digital recorders, rhythm machines, metronomes, tuners, vocal products, and more. For more information, visit BossUS.com.