



Press Release

FOR IMMEDIATE RELEASE

Roland and 9 Beats Announce Music Education Partnerships for U.S. and China



World's Largest Chain of Music Schools Launches 9 Beats USA at NAMM 2020 Names 11-Year-Old Drum Phenom Milana First-Ever Brand Ambassador

Los Angeles, CA, February 4, 2020 — The world's largest provider of music lessons and music education content, 9 Beats Music & Technology Group, announced the launch of its North American subsidiary, 9 Beats USA, LLC and music education partnership with leading manufacturer of electronic musical instruments, Roland at The NAMM Show 2020. To mark the announcement, 9 Beats USA co-owner and world-renowned drummer, Thomas Lang performed at NAMM 2020 alongside 9 Beats USA brand ambassador, 11-year-old drumming phenom, Milana on the newly launched Roland [V-Drums Acoustic Design](#) (VAD) series drum sets.

Founded in 2003, Tianjin China-based 9 Beats Music & Technology Group has utilized over 8000 trained educators, a 68-volume course curriculum and a robust cloud-based learning app to provide music education to over 350,000 students annually in more than 1200 learning locations across Mainland China. In 2019, 9 Beats Music & Technology Group founder, Mr. Li Hongyu partnered with world-renowned drummer and educator, Thomas Lang, to launch 9

Beats USA. Headquartered in Oak Park, CA, 9 Beats USA, LLC is slated to open in 2020 with plans to expand throughout North and South America.

“9 Beats Music & Technology Group has enjoyed a long-standing relationship with Roland,” said 9 Beats founder, Mr. Li Hongyu. “Back in 2008, we began building a strong relationship with Roland to help develop drum education programs, and in 2017, we proudly named Roland the exclusive sponsor of our ‘Future Star’ talent competition which has grown to over 12,000 annual participants. Extending our partnership with Roland to include 9 Beats USA will help us accomplish our mutual goal of engaging players of all ages to learn, play and experience the fun of making music.”

9 Beats USA and Roland also proudly welcomed the first-ever 9 Beats USA Brand Ambassador, Milana. A passionate drummer since the age of six, Milana has performed with such legendary artists as Sheila E. and Stewart Copeland and was 1st Runner-Up Worldwide in her age division in the 2019 Hit Like A Girl® International Drum Competition. She has also been featured on NBC’s ‘Little Big Shots’, Gwen Stefani’s ‘You Make It Feel Like Christmas’ music video, ‘Little Big Shots Holiday Special’ [NBC], and ‘The Chad Smith Show’ on Drum Channel. Milana will work with 9 Beats USA and Roland global brands to highlight learning music as a fun, creative and engaging way to build self-esteem, improve concentration, teach teamwork along with enhancing language, motor and cognitive abilities.

Roland’s vice president of artist relations and business development, Brian Alli added, “Roland V-Drums pairs innovative technology with noise-friendly solutions for young players and parents who want to support learning drums in a fun, engaging social atmosphere. The atmosphere shines even brighter when the teams at 9 Beats and Roland work together like this. Kids are happy to learn, they learn fast, and they build lots of confidence along the way.”

9 Beats USA locations will feature exclusive Roland-branded electronic drum lesson rooms and a variety of Roland gear such as [TD-50KV](#) and [VAD506](#) electronic drum kits alongside acoustic drum classrooms. Enrolled students can participate in highly effective small-group lessons utilizing 9 Beats’ pioneering curriculums which include courses in rock drums, jazz drums, and snare drum rudiments in addition to acoustic guitar and acoustic bass among other instruments. 9 Beats and Roland will also work jointly with other key partners to host destination music education camps and programs inviting aspiring players of all ages to #BeTheDrummer.

Full announcement press kit is available [here](#).

About 9 Beats, USA

Founded in 2003 in Tianjin, China, 9 Beats Music & Technology Group combines a robust, cloud-based learning system with a 68-volume series of textbooks in a small-group classroom learning environment to create an inspiring, engaging learning experience currently utilized in over 1200 9 Beats Educational Centers across Mainland China. In 2019, 9 Beats founder, Mr. Li Hongyu partnered with world-renowned drummer and educator, Thomas Lang to launch 9 Beats USA. Headquartered in Oak Park, California, 9 Beats USA is slated to launch in 2020. For more information visit: [9BeatsUSA.com](#) #BeTheDrummer

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 50 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit <http://www.roland.com> or see your local Roland dealer.

Media Contact:

Claire Rocawich
Account Supervisor

Max Borges Agency

+1 (305) 374-4404 x110

clairerocawich@maxborgesagency.com

Roland Contact:

Rebecca Eaddy

Global PR/Media Relations Manager

Roland Corporation

+1 (323) 890-3718

rebecca.eaddy@roland.com

9 Beats USA Contact:

David Zhao

Media Relations

+1 (202) 999-6729

davidzhao@9beatsusa.com