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ROLAND JOINS FORCES WITH WORLD-CLASS HEADPHONE AND AUDIO DEVICE MAKER V-MODA

*Strategic Investment Reinforces Both Brands' Passion for the Creation, Performance
and Playback of Exceptional Audio*

Hamamatsu, Japan – #808Day (August 8, 2016) — Roland today announces the acquisition of majority stake in [V-MODA](#), the award-winning maker of world-class, high-fidelity headphones and audio devices. The strategic investment provides Roland and V-MODA with the resources to together develop the next breakthrough music products, accelerate product development and push the boundaries of audio innovation.

Mr. Jun-ichi Miki, CEO of Roland, said, "We're pleased V-MODA has joined the Roland family of brands. V-MODA revolutionized headphones and has pushed the envelope of personalization. Their Milano design, material research and professional DJ roots, along with their loyal customers, are incredible assets for Roland. It's an exciting time for both companies, and we are eager for the talent at V-MODA and Roland to collaborate. This new team and the audience that the products are going to attract will definitely inspire the future of music."

Visionary and founder of V-MODA, Val Kolton, has worked for the last 12 years creating the vision for the V-MODA brand, meticulously designing and testing its products around the globe and inventing disruptive products in the crowded world of headphones. Kolton will maintain his role with the company as V-MODA's CEO. Furthermore, he will also provide his expertise in product design for Roland's dance, DJ and electronic music division as a consultant.

"For more than a decade, we have vigorously crafted high-end personal audio products for modern audiophiles that reproduce music for a concert and club-like experience," said Val Kolton, V-MODA CEO. "This partnership is not strictly a business deal; it's a strategic synergy that will bridge the high-quality sound, materials and design of our products with the legendary genre-changing sound expertise and commitment to excellence from Roland. Roland's 808, 909 and countless products helped to lay the foundation and forge today's music, and together we can carry on the tradition."

According to the deal terms, Roland acquired 70% of V-MODA, becoming the majority stakeholder in the company, with Val Kolton, CEO and Founder of V-MODA, retaining 30% ownership. The financial details and terms of the agreement are confidential.

For the CEO video interview and more information about V-MODA joining the Roland family, visit V-MODA.com/808Day.

About V-MODA

Designed in Milano, V-MODA's verve is to amplify an authentic music lifestyle via timeless products forged by unparalleled quality, fashion-forward design and an unequivocal passion for music and materials. Led by Chief Visionary Officer and professional musician Val Kolton, V-MODA blends analog renaissance age inspiration, Italian design and the charisma of classic Hollywood. V-MODA products have won over 35+ editors' choice awards and have become essential gear for over 40% of the world's top 100 DJs. For more information, visit V-MODA.com; follow V-MODA at Facebook.com/VMODA, on Twitter ([@VMODA](https://twitter.com/VMODA)) and on Instagram ([@VMODA](https://www.instagram.com/vmoda)).

About Roland Corporation

Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, amplifiers, audio and recording products, vocal products and professional audio and video 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.