

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

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Press Contact:

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

Company Contact:

Chris Halon
Director, Marketing Communications
Roland Corporation U.S.
(323) 890-3775
chris.halon@rolandus.com

ROLAND U.S. HOSTS DUAL-COAST VIP SHOWCASES

Los Angeles, CA, May 11, 2015 — Roland U.S. recently held two VIP Showcases highlighting its complete range of products that were unveiled at the 2015 Musikmesse show. Several hundred leading musicians, engineers and prominent members of the press attended the events, which were held at SIR in New York City and CenterStaging in Burbank, California.

Guests got up close and personal with the new Roland JD-XA crossover synth, the AIRA Modular series, Blues Cube amps, TD-25K V-Drums, BOSS SY-300 guitar synth pedal, and more. Roland Corporation president Mr. Jun-ichi Miki made a special appearance at the Burbank event, along with Roland U.S. president and CEO Jay Wanamaker, greeting guests and sharing stories. The Roland product team was also on hand to answer questions, offer demos and receive guests' product feedback.

Special guests in attendance included Jonathan "Sugarfoot" Moffett (Madonna, Michael Jackson); Will Lee (*Late Show with David Letterman*, Fab Faux); Vinnie Colaiuta (Sting, Jeff Beck, Herbie Hancock); Jeff "Skunk" Baxter (Doobie Brothers, Steely Dan); Paul Mirkovich (The Voice / Rock Star INXS / Cher); and Bashiri Johnson (Michael Jackson).

Watch our CenterStaging event video reel [here](#). To learn more about Roland's newly unveiled products, visit [here](#).

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.