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ROLAND CORPORATION U.S. PROMOTES CHRIS HALON TO VICE PRESIDENT, MARKETING

Los Angeles, CA, December 8, 2015 — Roland Corporation U.S. is pleased to announce the promotion of Chris Halon to Vice President, Marketing. Most recently, Halon served as Director of Marketing Communications for Roland U.S. In his new role, he will continue to head all marketing efforts in the U.S. for both the Roland and BOSS brands, as well as lead a team of Global Content creators throughout the worldwide network of Roland offices to support the expanding reach of the Roland brand. Halon joined Roland Corporation U.S. in 2004 as Market Development Manager and has held various positions including Piano Product Manager and Senior Director of Product Management.

Roland Corporation U.S. President and CEO Jay Wanamaker enthused, "Here at Roland we win as a team, and Chris exemplifies what a good team leader should be for our family. He continually demonstrates the Roland business philosophy, and under Chris's leadership, our marketing team provides an unprecedented level of support and visibility for all of Roland's brands."

Prior to joining Roland, Halon served as National Marketing Manager for Technics Musical Instruments (a division of Panasonic Consumer Electronics Company). He obtained a Bachelor of Music in Composition from Pacific Lutheran University in Tacoma, WA, and has traveled the world as an accomplished musician, having played keyboard instruments and percussion from a young age.

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.