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ROLAND CORPORATION U.S. PROUDLY SUPPORTS NATIONAL AUTISM AWARENESS MONTH

Company Supports Autism Awareness Programs Including World Autism Awareness Day and Light Up the Blues Concert

Los Angeles, CA, April 2, 2015 — As part of World Autism Awareness Day (WAAD) on April 2, 2015, Roland Corporation U.S. joined thousands of iconic landmarks, religious institutions, businesses, and communities in more than 130 countries, as *Autism Speaks*, the world's leading autism science and advocacy organization, celebrated its sixth annual *Light It Up Blue* campaign — an ongoing initiative to raise the global awareness of autism. Autism currently affects 1 in 68 children in the United States and millions more worldwide.

In solidarity with those afflicted with autism worldwide, Roland U.S. lit up their social media sites in blue, provided the URL for donations (<https://www.autismspeaks.org/liub/goto-donate/>) and encouraged participation from their fans. Roland U.S. employees also wore blue t-shirts and apparel to work on Thursday April 2, 2015.

Later this month, Roland will be a supporter of the third annual *Light Up the Blues Concert* to benefit Autism Speaks. Stephen Stills, Neil Young, Shawn Colvin, Steve Earle, The White Buffalo, Chris Stills and other legendary musician will take the stage April 25 at the historic Hollywood Pantages Theatre in Hollywood, California. Hosted by Kristen and Stephen Stills, the evening celebrates Autism Awareness month. Roland U.S. will also be donating products signed by the artists performing, which will be part of a silent auction benefitting *Autism Speaks*.

For more information, visit RolandUS.com.

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.