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LIVE MUSIC INSTALLATION AT THE GRAMMY MUSEUM GALLERY™ AT MUSICIANS HALL OF FAME IN NASHVILLE OFFERS INTERACTIVE ROLAND AND BOSS EXPERIENCE

Roland and BOSS Partner with Grammy Museum® to Create Hands-On Music Gallery

Los Angeles, CA, April 11, 2016 — Roland Corporation U.S. announces the grand opening of the recently completed Roland *LIVE* exhibits at the new GRAMMY Museum Gallery™ at Musicians Hall of Fame in Nashville. A special ribbon-cutting ceremony for the Gallery was held on March 29, 2016, and featured appearances by GRAMMY® Award-winner and Musicians Hall of Fame inductee Peter Frampton; Neil Portnow, President/CEO of The Recording Academy®; singer Brenda Lee; Nashville Mayor Megan Barry; Bob Santelli, Executive Director of the GRAMMY Museum® at L.A. LIVE; and Mike Curb, chairman and founder of Curb Records.

The GRAMMY Museum Gallery at Musicians Hall of Fame is an interactive music space that allows guests to explore the history of the GRAMMY Awards, and offers visitors of all ages the experience of performing onstage and interacting with every aspect of the recording process.

Three dedicated Roland *LIVE* interactive spaces are featured in the GRAMMY Museum Gallery: Stage, Studio, and Electronic Music. Each offers visitors hands-on access to some of the real instruments used by top artists to make hit records. No previous experience is necessary for guests to make music and discover how to make their own sounds and beats. Musicians and music lovers alike can experiment with new instruments for electronic music, practice a song by interacting with other players face-to-face in the studio, or jam out on stage.

The Roland *LIVE* performance stage is equipped with several Roland TD-11KV V-Drums, Roland HandSonic HPD-20 Digital Hand Percussion and SP-404SX Sampler, a microphone with BOSS VE-5 vocal effects, a Roland HPI-50e digital piano and keytar, and BOSS-powered electric guitars and effects pedals. The Electronic Music stage features an assortment of Roland AIRA dance and DJ gear, including MX-1, TR-8, and System-1. The studio area also features a pair of Roland V-Drums kits with interactive lessons from Ringo Starr. Plus, musicians can play in a real rhythm section—complete with guitar, bass, V-Drums, RD-64 digital piano, and vocal mic with BOSS VE-5 vocal effects—all running through the Roland HS-5 Session Mixer so they have their own personal mix on headphones.

Bob Santelli, Executive Director of the GRAMMY Museum in L.A., attended the ribbon cutting and commented, "The partnership with Roland is the very first partnership the GRAMMY Museum in L.A. ever started, and their coming on board with us was absolutely critical for one main reason: back in the day, when we didn't know what we were doing, Roland gave us guidance, gave us ideas, and provided instruments that allowed us to create the concept called The Roland Room. And now it's in all three of our museums, and we are letting young people in particular know how Roland advocates for arts and music education, and that's a big deal, because that's what we're all about as well."

Joe Chambers, founder and creator of the Musicians Hall of Fame, shared, "I had four or five guitar shops and music stores for over 30 years, and BOSS and Roland were always the top-drawer names that you could depend on. The reason Roland is here is because it's the best. The GRAMMY folks and Musicians Hall of Fame could have gotten any instruments they wanted to, and they came to me about Roland being here, and I said, 'I've known Roland as long as I've been in the business, and sold so many BOSS pedals – it's the Mercedes of musical instruments.' And that's how the public felt about it too, so to have it here is fantastic. Looking at our Roland *LIVE* stage, I see kids up there four and five years old playing the Roland drums with headphones. That's going to be their first musical memory, and that's fantastic."

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.

About the Musicians Hall of Fame and Museum

From Jimi Hendrix to Hank Williams, the Musicians Hall of Fame celebrates the achievements of musicians from virtually every decade since the golden era of studio recording, starting in the 1950s, and from every corner of the country. With education being paramount, each section of the museum focuses on an important city in the history of American music—including but not limited to Detroit, Los Angeles, Muscle Shoals, Atlanta, Memphis, and of course Nashville—and explores each area's contributions. The museum focuses on the session musicians who may not be well known to the public but played on thousands of iconic recordings.

For additional information, please call (615) 244-3263 or visit www.musiciansshalloffame.com.

About The GRAMMY Museum

Paying tribute to music's rich cultural history, this one-of-a-kind, 21st-century Museum explores and celebrates the enduring legacies of all forms of music, the creative process, the art and technology of the recording process, and the history of the premier recognition of excellence in recorded music—the GRAMMY Award. The GRAMMY Museum at L.A. LIVE features 30,000 square feet of interactive and multimedia exhibits. Through thought-provoking and dynamic public and educational programs and exhibits, guests will experience music from a never-before-seen insider perspective that only the GRAMMY Museum can deliver. For more information, please call 213-765-6800 or visit www.grammymuseum.org.