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ROLAND LAUNCHES ONLINE LIFESTYLE MERCHANDISE STORE

Los Angeles, CA, September 23, 2015 — Roland Corporation U.S. has launched the [Roland Merchandise Store](#), its first official online store for apparel and accessories. Musicians and fans can find stylish men's and women's AIRA-branded outerwear and shirts featuring a Roland TR-8 graphic design that gives a nod to the iconic Roland TR-808, as well as headwear featuring the AIRA logo. The AIRA hats, hoodies and shirts are the first wave of products being sold at the Roland Merchandise Store.

Additional Roland-branded legacy apparel and accessories are in queue for the holiday season. Residents of the U.S. are also able to purchase official Roland merchandise from their local authorized Roland dealer.

Visit the official Roland Merchandise store at merch.rolandus.com, and follow Roland Corporation U.S. on [Facebook](#) to learn when new items and clothing styles are available.

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 www.RolandUS.com.