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**ROLAND CORPORATION U.S. SPONSORS ROLLING STONES INITIATIVE***Musician to Musician Initiative Supports Cuban Musicians with New Instruments*

Los Angeles, CA, April 22, 2016 — The Rolling Stones played a landmark free outdoor concert in Havana, Cuba, on March 25, 2016. Hundreds of thousands of Cubans packed an aging stadium and stood on neighboring rooftops to get a glimpse of the historic show—the largest concert in the country's history.

In conjunction with the once-in-a-lifetime concert, the band also led a Musician to Musician initiative that collected and will deliver much-needed musical instruments and gear to deserving Cuban musicians of all genres who haven't had access to professional musical gear due to long-standing trade embargoes.

Roland Corporation U.S. and BOSS U.S. were proud supporters of the initiative, donating a variety of musical instruments and gear, including Roland guitar amps for practice and performance; BOSS guitar and bass effects pedals, loopers and pedal tuners; Roland synths, arranger keyboards and keyboard amps; and Roland electronic drum pads and the new ELCajon EC-10 Electronic Layered Cajon.

Roland Corporation U.S. VP of Marketing Chris Halon reflected, "Roland has always been a company that tries to be on the forefront of musical creation, and so we applaud the Rolling Stones and their groundbreaking efforts not only to bring their gift of music to the people of Cuba, but also to deliver musical tools that will inspire Cuban artists to further their own musical expression, and we are thrilled to have been a part of their cause."

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***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](http://RolandUS.com) or see your local Roland dealer.*