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ROLAND FURTHER EXPANDS U.S. TEAM

Company Promotes and Expands Across All Departments

Los Angeles, CA, July 21, 2015 — As part of its continued expansion, Roland Corporation U.S. has augmented its team with new appointments in sales, management, support, and HR.

Quynh (pronounced “Quinn”) **Nguyen** has been appointed as Senior Human Resources Manager. A piano player, she comes to the company having spent five years as Human Resources Manager for Lee’s Sandwiches, a multi-state food chain, where she not only handled corporate HR matters but also trained and established procedures for all stores. Prior to that, she was a HR generalist for State Street Corporation, a Fortune 300 Company. Most recently, Nguyen was a contractor for Toyota Motor Engineering & Manufacturing North America.

Antonio Ferranti has been hired as Piano Strategy Manager. He comes with a rich business background in sales and marketing, most notably as the recent VP of Sales at Alfred Music. During his 13-year career at Alfred Music, Ferranti led a team of sales directors and inside sales representatives. He also received their “Employee of the Year” award four times.

Mike McAndrew has been named district sales manager (DSM) for the Southwest U.S. territory. He assumes the region from Trevor Root, who has transferred to the Texas territory. McAndrew is a guitarist and industry veteran who has held a variety of DSM, AR and Inside Sales positions with companies such as Korg, D’Addario and KMC. In his new territory, he will work with existing retailers on sales programs, develop new dealer relations, and offer training, merchandising and account management, and other retail support.

Chris “Agz” Agazaryan joins the product team as Product Manager, Roland/BOSS Accessories. Agz comes to Roland with over 20 years of musical retail experience in various roles at Guitar Center, working his way from the accessories counter in Sherman Oaks up through the corporate offices in Westlake Village. Most recently, as the sourcing manager for Guitar Center’s private label team, he was instrumental in growing that department substantially during his tenure. In his new position, Agz will help Roland and BOSS source accessory products such as bags, cases and stands with factory partners in Asia.

Dana Toma has been promoted to the position of Piano Sales Manager for the Western U.S. He is a classically trained pianist, and has consistently shown great leadership and results over his tenure working on Roland U.S. Customer Support, Sales Admin and Dealer Support teams. Toma originally joined Roland ten years ago after a successful 20-year position as an Industrial Engineering Supervisor at UPS. These experiences, his piano abilities, and his passion for music, along with superb customer service skills, will serve him well in his new role.

Louie Gomez is the newest member of Roland's Telesales department. Gomez is a gear aficionado, guitarist, and vocalist who gigs regularly with his band in the L.A. area. He comes to Roland and BOSS with more than 30 years of customer service and telesales experience, the majority of which was at AT&T.

Carlos Garcia has been promoted from contract employee to fulltime Administrator in the Roland Corporation U.S. Distribution Center. He has been a great asset to the team during the call center's transition for service and parts over to the DC. Along with phone support, Garcia will be participating in other Service and Admin tasks.

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.