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ROLAND ANNOUNCES TWO NEW APPOINTMENTS

CEO, Roland Corporation U.S.
EVP, Global Business Development Professional A/V, Roland Corporation

Los Angeles, CA, January 21, 2015 — Roland Corporation announced today two senior management appointments effective February 1, 2015. Mr. Jay Wanamaker will assume the role of president and CEO of Roland Corporation U.S., while Mr. Kim Nunney, current president and CEO, has been appointed to the newly created position of Executive VP, Global Business Development for Professional A/V of Roland Corporation.

Mr. Nunney became president of Roland Corporation U.S. in late 2012, and under his leadership, the company has returned to stable profitability and growth. Mr. Jun-ichi Miki, CEO of Roland Corporation, credits this to the outstanding efforts of the entire team at Roland U.S., Mr. Nunney's strong leadership, numerous strategic and structural changes supported with steady investments in a stronger sales channel, and new products.

"It's been an extreme honor to lead the team through a highly successful regrowth," said Mr. Nunney. "At the same time, the opportunity for Roland's video and audio technologies within the professional A/V space is incredible. With significant investments in our new M-5000 configurable live mixing console and numerous video technologies, the opportunity to bring a global focus to our overall sales and market development for the pro A/V space is very exciting."

Mr. Wanamaker has served as a senior executive with Yamaha Pro Audio & Combo Division, Yamaha Band & Orchestral Division, Guitar Center, Music & Arts, Fender's KMC Music, Alfred Publishing, and Amati USA. He was also a member of the music faculty at the University of Southern California's Thornton School of Music, has authored numerous music publications, and composed music for the motion picture *Drumline*. With his vast experience across the musical instrument industry in the U.S., Mr. Wanamaker will open a new chapter for the development of the Roland group.

Mr. Wanamaker said, "I am really excited to lead this world-class corporation, which is an iconic brand known for creating truly innovative and compelling products. My deep background in wholesale and retail will be a tremendous asset as I dedicate myself to and focus on leading Roland U.S. into its next phase of growth."

"We are very excited about the appointments of both Mr. Wanamaker and Mr. Nunney," said Jun-ichi Miki. "Building on his vast experience across different aspects of the musical instrument industry and the momentum of successes at Roland U.S., Mr.

Wanamaker will lead the next chapter of Roland's development. The opportunity to further grow our MI business is very evident, while the development of our Professional A/V business is a fundamental key to the global growth of Roland Corporation."

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.