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ROLAND LAUNCHES SHEET MUSIC PROMO FOR LX, HP, AND GP PIANOS

New 2017 partnership with Sheet Music Direct offers players three months of free access to 50,000+ digital sheet music titles with the purchase of select Roland premium pianos

The NAMM Show, Anaheim, CA, January 19, 2017— Roland has announced the details of a new campaign in collaboration with Sheet Music Direct, the world's premier digital sheet music retailer. From February 1 to July 31, 2017, players who purchase a Roland premium piano (LX-17, LX-7, HP605, HP603, HP504, or GP607) will receive a free three-month subscription to Sheet Music Direct PASS, a digital service that gives members unlimited online access to over 50,000 digital sheet music titles, plus a 50-percent discount on all downloadable/printable sheet music.

Operated by Hal Leonard and Music Sales, Sheet Music Direct PASS lets players use a computer, smartphone, or tablet to view thousands of interactive sheet music titles, from Adele and Coldplay to Mozart and Beethoven. The interactive sheet music allows users to easily turn pages, change the tempo, and transpose keys. Members who prefer printed sheet music or need to view their sheet music offline can purchase downloadable and printable sheet music at a 50-percent discount (\$1.99 or less per song).

"Roland is proud to embark on this exciting promotion and build on our long-standing relationship with Hal Leonard," says Bill Erlandson, piano sales manager for Roland Corporation U.S. "With access to such a vast digital sheet music library, our customers will have the ability to truly interact with their favorite songs on our finest pianos."

"We are thrilled to partner with Roland and bring PASS to purchasers of their premium pianos," said Chris Koszuta, general manager of Sheet Music Direct. "Roland pianos pair perfectly with Sheet Music Direct PASS, allowing musicians all over the world to access and play more music than ever before."

To activate their three-month PASS subscription, purchasers of eligible Roland pianos can visit www.sheetmusicdirect.us/rolandpass and enter the piano's serial number along with the access code on the PASS invitation card (supplied by the retailer). There's no commitment, and players are free to cancel their sheet music subscription at any time.

About Sheet Music Direct

Founded in 1997, Sheet Music Direct is the original and premier website for digital sheet music, offering a library of over 125,000 titles from the world's top publishers (including Hal Leonard and Music Sales Group). Sheet Music Direct's instantly available sheet music allows musicians to view, purchase, and download sheet music in seconds. Powered by the industry-leading Noteflight Viewer, Sheet Music Direct's digital sheet music offers advanced interactivity on any device, including playback, tempo control, transposition, variable note sizes, and full-screen viewing. Learn more at SheetMusicDirect.us.

About Roland Corporation

Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, amplifiers, audio and recording products, vocal products, and professional audio and video 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 Roland.com.

For high-resolution images of this product, please visit our [press and dealer resources center](#) and visit [here for embeddable videos](#).