

Roland Corporation U.S. 5100 S. Eastern Avenue Los Angeles CA 90040-2938
T: (323) 890-3700 F: (323) 890-3701 www.RolandUS.com

FOR IMMEDIATE RELEASE**Press Contact:**

Robert Clyne
President
Clyne Media, Inc.
(615) 662-1616
Robert@clynemedia.com

Company Contact:

Rebecca Eaddy
Marketing Communications Mgr.
Roland Corporation U.S.
(323) 890-3718
Rebecca.Eaddy@roland.com

ROLAND AND BOSS RECEIVE MULTIPLE BEST IN SHOW AWARDS AT SUMMER NAMM 2016

Roland and BOSS Products Honored by Top MI Retailers

Los Angeles, CA, June 29, 2016 — Roland and BOSS were honored at NAMM's Best in Show awards ceremony held at the Summer NAMM show in Nashville on June 25, 2016. The Best in Show awards recognize top industry products and innovations, as voted on by six noted music retailers who scour the show floor seeking the best new products in four categories.

Roland and BOSS took home two honors in the "Best Add-on or Accessory" category. The first award went to Roland and BOSS accessories, as nominated by Rand Cook from The Candyman Strings & Things in Santa Fe, NM, who said, "This stuff is extraordinarily well made. There is a sonically tangible difference with these accessories. I love these products." The BOSS CE-2W Chorus pedal also won, and was nominated by Mike Guillot from Mississippi Music, Inc., based in Hattiesburg, MS. Guillot selected the pedal because "The CE-2W has stereo outs and combines everything from the original CE-1 and CE-2 to create the CE-2W."

The Roland ELCajon EC-10 was recognized for the second time at a NAMM show — this time in the "Best in Show" category, as selected by Tim Spicer of Spicer's Music in Auburn, AL. Commenting on his selection, Spicer noted, "In our store, cajons are absolutely on fire. This is the first thing I've seen that combines a standard acoustic cajon, but it also combines triggers and you can get this to sound like anything you want to."

"It's an honor to be recognized by top industry retailers who see many products come through their doors and have chosen ours as stand-outs in their respective categories," remarked Jay Wanamaker, Roland Corporation U.S. President & CEO. "It's also particularly gratifying to receive accolades for our new accessories lines. They were launched this year in response to numerous customer requests, and we're extremely happy to see how well received they've been in such a short period of time."

Watch this and other Roland and BOSS Summer NAMM highlights [here](#). For more information about these products, visit RolandUS.com and BossUS.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.