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**ROLAND CORPORATION U.S. HAS STRONG SHOWING AT NAMM**

*Company Presents Dealer/Artist Awards and Events, Receives Accolades and Product Awards, and Launches New Product Categories at 2016 NAMM Show*

**Los Angeles, CA, February 2, 2016** — Roland Corporation U.S. had a strong showing at the recent 2016 NAMM Show, sponsoring and receiving a number of awards, hosting several events and a multitude of artists, and launching many new products and product categories.

The eve of the NAMM Show brought a special VIP press, dealer and artist event that unveiled more than 100 new products from Roland and BOSS, including the new Roland premium accessory line. The highlight of the evening was the inaugural Roland Artist Lifetime Achievement Awards, which were presented to several GRAMMY®-winning artists: guitarist Jeff “Skunk” Baxter and the production team of Jimmy Jam and Terry Lewis.

On the first morning of the show, Roland hosted a piano dealers breakfast and awards presentation to thank piano dealers for contributing to the company’s success in the past year, to present 2016 initiatives, and to honor dealers who made outstanding sales contributions in a variety of categories. Another major announcement was the newly formed partnership between Roland and their newest digital home piano artist, internationally renowned pianist and songwriter Jim Brickman, in support of music education, charitable causes, and home piano dealer initiatives. For the finale, guests were treated to a live rendition of “Linus and Lucy,” as performed by GRAMMY®-nominated pianist/composer/arranger David Benoit.

The Roland/BOSS booth had a strong artist presence, with visits and/or performances by Steve Vai, Chuck Leavell and Matt Clifford (Rolling Stones), Scott Kirkland from The Crystal Method, Peter Erskine, Jim Riley (Rascal Flatts), Andre Gouche, Kirk Fletcher, Tomo Fujita, Brendan Buckley (Shakira), Egyptian Lover and more.

Throughout the NAMM Show, various MI media colleagues presented Roland with awards for such products as JD-XA, TR-8 and RP Series Pianos. Roland’s legendary Space Echo pedal was also presented with a TEC award in a ceremony on Day 3 of the show. The culmination was top honors for Roland’s new ELCajon EC-10 in the “Gotta Stock It” category at NAMM’s Best in Show awards. The EC-10 is a hybrid percussion product that combines an authentic acoustic cajon with electronic percussion technology to enable cajon players to easily enhance their music with layered electronic sounds.

Watch the [Roland & BOSS 2016 NAMM Show Highlight Reel](#).

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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.*