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ROLAND PARTNERS WITH INTERNATIONAL PIANO LEGEND JIM BRICKMAN

Company to Work Closely with Brickman and His Initiatives in Music, Education, the Media, and Charitable Causes in Support of Roland Digital Pianos

Los Angeles, CA, February 1, 2016 — Roland Corporation U.S. announces that it has formalized its relationship with internationally renowned pianist and songwriter Jim Brickman. As his exclusive digital piano partner, the company will be supporting Brickman's initiatives in music, education, media, touring, live events, retail, and charitable causes. Additionally, throughout the year, Brickman will work closely with Roland's Piano team, participating in a wide-variety of events including exclusive Roland Piano Dealer in-store visits, concert ticket giveaways, as well as retail and marketing promotions.

With more than seven million albums sold worldwide, Brickman is known as the most successful pianist of the last two decades, revolutionizing the sound of the piano with his pop instrumentals and star-studded vocal collaborations. "We are very excited to have Jim Brickman as part of the Roland family of artists for our digital pianos," stated Roland Corporation U.S. President and CEO, Jay Wanamaker. "Our Roland piano dealers can expect to hear a lot about our partnership with Jim over the next year, and we look forward to working with him." Brickman commented, "I'm thrilled to begin an alliance with Roland for my work in music education, and in support of my scholarship foundation and learn-to-play software. My association with Roland gives me the ability to exchange great ideas and a wide range of opportunities on multiple platforms."

About Jim Brickman

A native of Cleveland, Ohio, Jim Brickman began playing piano at the age of five and studied at the prestigious Cleveland Institute of Music where a scholarship has been established in his honor. Since the release of his debut album "No Words" in 1994, Brickman's romantic piano sound has made him the best-selling solo piano artist of our time. His signature style has also brought him two GRAMMY® nominations, four Gold albums, and 30 charted adult radio hits. Brickman received top honors with two SESAC "Songwriter of the Year" awards, a Canadian Country Music Award and a Dove Award presented by the Gospel Music Association. He has established a reputation for his collaborations with many gifted musical artists that include: Martina McBride, Gerald Levert, Lady Antebellum, Michael W. Smith, Kenny Loggins, Carly Simon, Herb Alpert, Collin Raye, Michael Bolton, Sara Evans, Donny Osmond, and Olivia Newton-John. His concerts have been enjoyed internationally and in over 125 cities across the U.S, including shows at Carnegie Hall and the White House. Jim Brickman hosts *The Jim Brickman Show*, a weekly radio show, heard in over 80 cities across North America. He has authored three best sellers, and as a strong supporter of PBS, has taped five concert specials presented on the network. For a complete list of tour dates and details visit jimbrickman.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.