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## FOR IMMEDIATE RELEASE

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## ROLAND CORPORATION U.S. APPOINTS TONY PRICE VP OF SALES

**Los Angeles, CA, January 16, 2017** — Roland Corporation U.S. is pleased to announce the appointment of Tony Price to vice president of sales. The announcement was made by Jay Wanamaker, president and CEO of Roland Corporation U.S., and reflects the company's ongoing expansion and emphasis on its robust sales network. Price takes over this position from Brian Alli, who recently assumed the newly created position of vice president of artist relations and business development, Roland Corporation.

In his new role, working from Roland U.S.'s Los Angeles-based headquarters, Price will be responsible for leading Roland's M.I. and Pro A/V sales divisions in the U.S. for the Roland, BOSS and V-MODA brands. Price has a deep understanding of B2B independent and chain retail distribution models and a proven track record of developing strategic sales plans based on goals that promote sales growth and customer satisfaction.

Price joins Roland from the Fender organization, where he most recently served as global vice president of business development-audio. His earlier roles at Fender included vice president of national accounts and vice president of sales for North America. Prior to joining Fender, Tony worked extensively in the pro audio field at Guitar Center as vice president of Guitar Center professional audio retail and founder of GC Pro, a division of Guitar Center dedicated to professional audio production and installation. Following GC, he was director of the Americas at Bose Professional and vice president worldwide for Electro-Voice/Telex wired and wireless microphones for Bosch.

Wanamaker remarks, "We welcome Tony to the Roland team. His resume speaks for itself, and we all look forward to working with him and seeing our sales continue to grow. He is a strong leader with a great background in M.I. and pro audio, and he will guide our sales force with expertise and efficiency."

For more information, please visit [www.Roland.com](http://www.Roland.com).

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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 [www.Roland.com](http://www.Roland.com) or see your local Roland dealer.*