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ROLAND CORPORATION U.S. APPOINTS MARK NELSON VICE PRESIDENT OF DRUMS AND ACCESSORIES

*Company Continues to Position Itself for Next Phase of Rapid Growth and
Expansion with the Addition of Key Executive Level Leader*

Los Angeles, CA, January 5, 2016 — Roland Corporation U.S. is pleased to announce the appointment of industry veteran Mark Nelson to the newly created position of Vice President of Drums and Accessories. In his new role, Mark Nelson will oversee and focus on the business development of Roland's Electronic Percussion and Accessories divisions. The addition of Nelson to the management team aligns with Roland's comprehensive business plan comprising new product introductions, brand positioning, expanding sales channels, marketing and customer service. Roland Corporation U.S. President and CEO Jay Wanamaker made the announcement, which further emphasizes the company's commitment to ongoing expansion while ensuring the growth of the Roland Corporation U.S. in the coming years.

"With a rich history in the MI market sector, both from a retail and manufacturer perspective, Mark will be a strong addition to our team," stated Wanamaker. "Mark will help guide the direction of Roland's Electronic Percussion and Accessories divisions, while strengthening our existing relationships within the channel and expanding the company's reach and penetration into new markets. The long-term relationships that he has developed over the years with retailers, artists and suppliers alike, make him an ideal fit for this new position."

Prior to joining Roland, Nelson served in several key management positions including: Executive Vice President Global Sales and Marketing for Drum Workshop, Inc.; Senior Vice President Global Percussion for KMC Music (Gretsch, LP, Toca, Gibraltar, Kat); and Vice President Merchandise-Drums, General Accessories, Media for Guitar Center. Additionally, he is an accomplished musician who has recorded/played drums on 10 albums and two movie soundtracks with various artists including Nick Gilder, Ian Matthews, and more. Mark has also made three appearances on *American Bandstand* and in six music videos.

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.