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Roland Partners with Carnival Cruise Line for Top-Notch Entertainment Experiences

Roland products, training and support enhance high-quality guest and entertainer experiences

Los Angeles, CA, June 27, 2017 — Roland Corporation U.S. and Carnival Cruise Line have established a relationship that will further elevate the popular cruise line's award-winning entertainment options across its entire 25-ship fleet. Designed to coincide with the recently unveiled Carnival Studios – the line's state-of-the-art rehearsal space in Davie, FL – the new alliance will provide Carnival's bands and technical teams with world-class musical equipment and training and technical support solutions to provide unprecedented new entertainment choices for Carnival guests.

Carnival Studios is a 44,500-square-foot rehearsal venue that was built to provide the 500-plus entertainers across the cruise line's fleet with a dedicated space to rehearse and develop new entertainment offerings. The facility's multiple studios are equipped with 12 Roland RD-2000 stage pianos, 12 Roland TD-50KV V-Drums, and 28 Roland stools. These and other Roland products will soon be added onboard Carnival Cruise Line ships as well. The fleet's entertainers are also receiving both in-person and cloud-based product training support from Roland to enhance their experience with Roland products and help take their performances to the next level.

Roland Corporation U.S. VP of Marketing Chris Halon commented, "Carnival Cruise Line recently invested in a modern and sophisticated dedicated rehearsal facility that will facilitate a heightened passenger entertainment experience. As a complement to that, our growing partnership with them will enable their entertainers to take their performance to the next level through the use of Roland products, training, and more."

"Whether it's our elaborate production shows, our popular rock bands or solo artists performing throughout the ship, entertainment is a huge part of the Carnival vacation experience, and this spectacular rehearsal space featuring Roland's most innovative flagship instruments gives our musical acts unprecedented opportunities to develop exciting entertainment experiences for our guests," said Sarah Beth Reno, Carnival's vice president of entertainment.

Added David Brady, Carnival's manager of music direction, "Musicians love engaging with new technologies, so we are proud to incorporate Roland's newest flagship V-Drums and stage pianos, the TD-50KV and the RD-2000, into our existing musical platform. It's amazing how our teams create sounds and textures with these new instruments that perfectly complement our shows."

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 or see your local Roland dealer.

About Carnival Cruise Line

Carnival Cruise Line, part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is "The World's Most Popular Cruise Line®" with 25 ships operating three- to 16-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Europe, Cuba, Australia, New Zealand and the Pacific Islands. Two 133,500-ton Vista class ships are currently scheduled for delivery - Carnival Horizon in 2018 and an as-yet-unnamed vessel in 2019. Additionally, two new 180,000-ton ships are scheduled to enter service in 2020 and 2022. For more information, visit www.Carnival.com.