

Roland Corporation U.S. 5100 S. Eastern Avenue Los Angeles CA 90040-2938
T: (323) 890-3700 F: (323) 890-3701 www.Roland.com

FOR IMMEDIATE RELEASE

Press Contact:

Leslie Buttonow
Account Manager
Clyne Media, Inc.
(615) 662-1616
Leslie@clynemedia.com

Company Contact:

Rebecca Eaddy
Marketing Communications Mgr.
Roland Corporation U.S.
(323) 890-3718
Rebecca.Eaddy@roland.com

ROLAND CORPORATION U.S. PARTNERS WITH BPM SUPREME ON EXCLUSIVE MEMBERSHIP OFFER

Los Angeles, CA, August 14, 2017 — Roland Corporation U.S. today announced its exclusive new membership offer in partnership with the fast-growing digital record pool BPM Supreme. U.S. customers who register their newly purchased Roland DJ-808, DJ-505 or DJ-202 controllers are now eligible to also register for three free months of [BPM Supreme](#) Standard (typically \$19.99 per month).

BPM Supreme CEO and founder, Angel “A-Rock” Castillo said, “Our objective is to provide top-quality music for professional DJs, and we’re eager to work with partners like Roland to help bridge the divide between beginner, working, and professional DJs through BPM Supreme’s unique and innovative approach to music delivery.”

Roland Corporation U.S. Vice President Product Management Christian Delfino added, “Our new program with BPM Supreme is designed to give Roland DJ controller customers direct access to top-quality music. Whether they are beginners who have yet to accumulate robust music catalogs, DJs who are returning to the art form, or gigging pros, we want our customers to be able to dive right in, the minute they open the box. BPM Supreme is fast becoming a major music platform trusted by top-level DJs, and we’re thrilled to be able to provide this kind of exclusive access to our Roland DJ customers in the U.S.”

Membership access codes for BPM Supreme will be provided to Roland DJ controller customers after registering their new Roland DJ-808, DJ-505, or DJ-202 through March 31, 2018. Please visit Roland.com for more information.

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 Roland.com or see your local Roland dealer.

About BPM Supreme

In 2006 BPM Supreme operated as a local record pool in San Diego. The main service was centralized on providing physical data discs full of the month’s top music to local DJs. A few short years later and with a total of 5 dedicated employees the digital record pool platform was launched. With the objective of providing a music platform made specifically for professional DJs, BPM Supreme saw rapid growth in the DJ market and as the user base grew so did the staff. Now with more than 20 in-house employees and a growing number of brand ambassadors around the world, BPM is fast becoming a major music platform that is trusted by top-level DJs.