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Press Contact:

Public & Investors Relations Group
Personnel & Corporate Affairs Dept.
Roland Corporation

koho@roland.co.jp

<https://www.roland.com/>

ROLAND AND PUMA ANNOUNCE PARTNERSHIP

Legendary 808 Drum Machine Inspires New PUMA Sneaker Style



PUMA RS-0 Roland



TR-808 Rhythm Composer

Hamamatsu, Japan, April 16, 2018 — Roland Corporation has teamed up with the global sports brand PUMA to unveil a new TR-808 inspired sneaker, the **PUMA RS-0 Roland**. The partnership brings into focus Roland's iconic TR-808 drum machine, credited by many as the spark that lit the flame of hip-hop music worldwide.

PUMA and Roland's new project is a story of reinvention, with PUMA just launching the new RS-0 shoe as a reboot of their classic '80s Running System (RS). PUMA chooses to partner with the world's most influential and creative brands, individuals, and institutions that push culture forward through innovation in design, style, technology, and more. '80s icons Sega and Polaroid were also chosen by PUMA for this collaborative launch.

This exciting collaboration also extends Roland's longstanding commitment to innovation and to continuously shaping the sound of modern music while setting music technology standards for the world to follow. Roland too continues to innovate with elevated versions of their revolutionary '80s-era TR-808 drum machine, most recently with the debuts of the [Roland TR-8S Rhythm Performer](#) and [TR-808 Software for Roland Cloud](#) this March. As a renowned global influencer of music, technology, and culture, Roland's mission is to develop products that allow people all over the world to feel excited and creatively fulfilled.

Roland and PUMA couldn't have struck these similar chords at a much better time. The result is the PUMA RS-0 Roland sneaker with a cool nod to the past but very futuristic in every way.

The PUMA RS-0 Roland draws style from the future-retro look of the Roland TR-808's multi-colored panel of switches, knobs and LED lights. The sneaker features a premium leather black upper, micro perf vents, 6mm flat reflective laces, reflective midsole details and signature TR-808 colors – red, orange and yellow, on the Formstrip. Familiar notes like “Rhythm Composer” and “Bass Drum” accent the midsole and compliment the orange-hued translucent rubber outsole. PUMA and Roland branding are on the tongue label, footbed, and the anodized metal hangtag.

PUMA formally unveiled the PUMA RS-0 Roland at PUMA's global launch of the RS franchise in Berlin, Germany, a city that not only epitomizes “old-meets-new” architecturally but is also home to one of the world's fastest growing and most influential music scenes.

Roland Corporation Vice President of Global Key Influencers Brian Alli added, “Roland is honored to collaborate with PUMA, and we're looking forward to bringing our story of musical innovation to PUMA fans worldwide.”

About PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 11,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>.

About Roland Corporation

Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, amplifiers, audio and recording products, vocal products and professional audio and video 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.