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BOSS ME-70 GUITAR MULTIPLE EFFECTS NOW SHIPPING

Floorboard Processor Offers New Technology, Same Simplicity as ME-50

Los Angeles, CA, March 10, 2009 — BOSS is pleased to announce that the [ME-70 Guitar Multiple Effects](#) is now available in stores. Building upon the popular [ME-50](#), the ME-70 is a floor-based processor that offers the compact design and simplicity of a stompbox. With dedicated knobs for each section, a new, high-quality COSM® engine derived from the GT-10, and added EZ Tone and Phrase Loop features, the ME-70 is the ultimate easy-to-use floorboard powerhouse.

In addition to its superb Overdrive/Distortion section, the ME-70 now features a new Preamp section with the latest sound-modeling COSM engine for the most natural response and sound quality. The ME-70 is made to play, and the hardware now adds a fourth footswitch for even more real-time effects control.

The ME-70's dedicated knobs for each effect section allow full, fast control over sound creation, just like a stompbox. The knobs make the ME-70 incredibly easy to use compared to traditional multi-effects units. Users will also love the new Phrase Loop function for sound-on-sound creation, with up to 38 seconds of recording time. Its EZ Tone function allows for fast and easy tone creation via simple effects presets, so players of any level can create superb tones of any genre within seconds.

With a friendly design and unprecedented tone creation capabilities via COSM and EZ Tone, the ME-70 will be an essential live performance piece for guitarists. Plus, it will bring a diverse array of world-class COSM tones to any studio recording.

The ME-70 is now shipping with an MSRP of \$418.50.

About BOSS

BOSS, a division of Roland Corporation, has achieved legendary status among guitarists by offering a diverse, world-leading product lineup, which includes compact-effects processors, multi-effects processors, digital recorders, rhythm machines, metronomes, tuners, and more. For more information, visit <http://www.BossUS.com>.

For an embeddable video of this product, visit:
<http://www.youtube.com/watch?v=QKbxkPESe0M&fmt=18>