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ROLAND LAUNCHES “HOW DO YOU JUNO?” VIDEO CONTEST *Grand Prize Winner Receives Fully Loaded JUNO-STAGE*

Los Angeles, CA, April 7, 2009 — Roland U.S. has launched a new contest where owners of any JUNO®-Series synthesizer have a chance to win one of three [JUNO-STAGE™](#) keyboards by answering one simple question, “How do *you* JUNO?”

To enter the contest, JUNO synth owners are asked to record a short video showing how they use their JUNO-Series keyboard. This can be any Roland JUNO-Series keyboard, from the original JUNO-6, to the newest member of the JUNO family, the JUNO-STAGE. Participants can share anything about or with their JUNO—musical performances, favorite features or settings, or how the JUNO is part of their musical experience.

Contestants are encouraged to be as innovative and entertaining as possible, as videos with the most views will be selected for the final round. Finalists' videos will be selected for open voting starting July 1, 2009. Winners will be selected by the highest number of votes, and the top three winners will receive a JUNO-STAGE keyboard. The top winner will also receive two SRX expansion boards of their choice.

“The sounds in the JUNO keyboards have been inspiring musicians since 1982,” says Vince LaDuca, Product Marketing Manager. “The JUNO has defined the sound of entire pop genres, and can be heard on tons of classic recordings. We want to hear from the rest of the world about how the JUNO-Series synthesizers have impacted their lives.”

Entries for the “How Do You JUNO?” contests will be taken from April 1st - June 30th.

To enter the “How Do You JUNO?” contest, please visit:

<http://www.rolandus.com/howdoyoujuno>

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 over 35 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit <http://www.RolandUS.com>.