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## FOR IMMEDIATE RELEASE

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## ROLAND STRENGTHENS PIANO SALES FORCE

### *Integration of MI and Piano Sales Will Improve Dealer Support*

**Los Angeles, CA, May 4, 2009** — In an effort to better serve the changing demands of the marketplace, Roland Corporation U.S. is pleased to announce the integration of its MI and Piano sales team to operate as one unified force for all musical instrument products. This new streamlined approach will result in an increased presence of sales and support staff in the realm of piano sales.

As a direct result of this change, Roland's piano sales force will increase from nine designated Piano District Sales Managers to a total of 20 District Sales Managers. This increased presence in the field will allow for more frequent communication with all accounts.

Roland is also pleased to announce the promotions of Tim Root to National Training Manager, and John Norton to the new position of Piano Training Manager. Both will focus solely on the sell-through activities, sales training, and promotional event needs of their respective MI and piano dealers.

Roland will continue to employ two dedicated Atelier Organ District Sales Managers, Rick Morales and Ellen Gonzales, to interface with the important niche organ market.

"Roland has operated as two separate divisions, one focused on MI stores and the other focused on traditional piano stores," explains Brian Alli, National Sales Manager. "Over the past two years, we have worked closely with our sales team to expand their knowledge of all segments of the musical products marketplace and familiarize them with the nuances of each business. Additionally, we have provided very specific training and support for them as we worked towards a 'borderless' approach to all our dealers."

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**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>.*