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## FOR IMMEDIATE RELEASE

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## **ROLAND LAUNCHES “ONE IN A MILLION” CUBE AMP CONTEST** *Grand Prize Winner Receives Entire Line of CUBE Amps*

**Los Angeles, CA, July 15, 2009** — To commemorate a million CUBE amplifiers sold, Roland U.S. has launched a new contest where enthusiasts of the legendary CUBE-Series can win one of every CUBE amplifier currently being made.

CUBE amplifiers are known for packing a sonic punch in a portable package, and Roland wants to know how players use their CUBE. This can be any Roland CUBE-Series amplifier, from the original CUBE-40, to the newest member of the CUBE family, the CUBE-80X. To enter, all contestants have to do is [register online](#) and upload a photo of them and their CUBE. Contestants can register as many photos as they would like.

Photos are encouraged to be as innovative and creative as possible, since the photos with the most interesting concepts will win. First, second, and third place winners will be selected by a panel of judges at Roland. First place will win one of every CUBE amplifier Roland currently manufactures, 14 in total. Second place will have a choice of five CUBE amps, and third place will have a choice of three CUBE amps.

“The CUBE-Series has been the workhorse of guitar amps for decades,” says Peter Swiadon, Product Marketing Manager. “We are excited to have a contest to celebrate the many ways in which our customers use their CUBE amplifiers. With over a million sold, we’re sure there will be a lot of diversity.”

Entries for the “One in a Million” CUBE amplifier contest will be taken from July 15<sup>th</sup> - September 30<sup>th</sup>. Contest is for U.S. residents only.

To enter the “One in a Million” CUBE contest, please visit:  
[http://www.rolandus.com/go/cube\\_contest/](http://www.rolandus.com/go/cube_contest/)

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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>.*