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ROLAND TO REVEAL FALL 2009 PRODUCT LINEUP

Worldwide Product-Launch Event Scheduled for September 1, 2009

Los Angeles, CA, August 3, 2009 — Roland Corporation U.S. is pleased to announce an exclusive online launch event, *Roland Connect*.

On September 1, 2009, all worldwide joint ventures of Roland Corporation will simultaneously announce a new and innovative lineup of musical products via a unique web exhibition at <http://www.RolandConnect.com>. This coordinated effort across all branches of Roland Corporation, with headquarters in Hamamatsu, Japan, is meant to promote worldwide brand awareness and cohesion across the entire company.

“We are very excited to be part of this global effort to promote Roland’s exciting new lineup of products,” says Dennis Houlihan, President of Roland Corporation U.S. “Customers all over the world will be able to visit one website to learn about all of our new offerings.”

The web exhibition is currently staged at <http://www.RolandConnect.com>. On September 1, RolandConnect.com will be transformed into an interactive, engaging experience for musicians seeking to learn about the latest Roland products.

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>.