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ROLAND VB-99 ARTIST INTERVIEW SERIES NOW ONLINE *Discover How Three Top Bassists Use Roland's Revolutionary V-Bass System*

Los Angeles, CA, October 19, 2010 — Roland, the world's leading innovator in digital instrument modeling technology, has taken the bass world by storm with its VB-99 V-Bass System. The most advanced and powerful bass guitar processor available to musicians today, the VB-99 delivers a wealth of sonic firepower for bassists with its huge selection of COSM[®] instrument and amp models, amazing effects, and realtime control options.

After its introduction in January 2009, the VB-99 quickly found its way into the rigs of the world's finest and most innovative bass guitarists. Roland recently sat down for some discussions with three such bassists: Darryl Jones, Gary Willis, and Derrick Murdock. The individual conversations—available for both viewing and reading online at www.RolandUS.com—feature these talented artists discussing their musical careers and how the VB-99 has influenced their creative capabilities with the bass. The video conversations also show each artist playing musical examples with some of their favorite VB-99 sounds.

To view the video interviews and learn more about the VB-99 V-Bass System, visit RolandUS.com/community/insider.

Darryl Jones

Highly sought-after for his versatile musical skills, Darryl Jones' career includes a four-year stint with jazz icon Miles Davis, membership in Sting's band for the genre-busting *The Dream of the Blue Turtles* album and tour, and his current 16-year run as the touring/recording bassist for rock legends The Rolling Stones. With his recently acquired VB-99, Darryl is extremely excited about expanding his musical voice with the bass and beyond.

Gary Willis

Bass virtuoso Gary Willis has enjoyed a long and influential career at the cutting edge of jazz fusion music. He co-founded the progressive fusion group Tribal Tech with guitarist Scott Henderson, and he's worked with other greats such as Wayne Shorter, Allan Holdsworth, Robben Ford, and many others. Gary loves to blaze new trails and explore new musical directions, and he's completely embraced the VB-99 as the core of his current bass rig.

Derrick Murdock

Derrick "Dock" Murdock is quite possibly the world's most listened-to bassist. As a five-year member of the house band for *The Tonight Show with Jay Leno*, his playing has been heard five nights a week by millions of television viewers around the globe. His varied musical career also includes stints with Sheena Easton, B.B. King, Gladys Knight, Michael Bolton, and others. On his television gigs, Derrick needs quick access to a wide array of sounds, and Roland's VB-99 has filled that role nicely for him.

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 38 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>.