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FOR IMMEDIATE RELEASEPress Contact:

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THE BIG BOSS GIVEAWAY—GUESS THE RIFF, GET THE GEAR

Grand Prize Wins Four Autographed Pedal and, \$1,000 in BOSS Gear

Los Angeles, CA, November 2, 2009 — BOSS is giving the tone freaks everywhere the chance to win autographed BOSS pedals by top guitar heroes and \$1,000 in BOSS gear with The Big BOSS Giveaway.

To enter, contestants should visit www.BossUS.com/BigBossGiveaway, listen to the featured riff, and pick out the BOSS Distortion or Overdrive pedal that is used to make that particular tone.

The riff will change every two weeks, and a different signed BOSS pedal from a famous guitar hero will be given away, as well as \$1,000 in BOSS gear. In addition, a grand prize of \$1,000 in BOSS gear and one signed pedal from each of the four guitar heroes will be given to any contestant who enters the contest between November 1 and December 31, 2009. Contestants can enter once every two-week period, giving them up to five chances to win.

The Big BOSS Giveaway Prize Lineup:**Grand Prize**

11/1/09 – 12/31/09 One signed pedal for each guitar hero (four in all) and \$1,000 in BOSS gear

Biweekly Prizes

11/1/09 – 11/14/09 Dave Navarro signed DS-1 and \$1,000 in BOSS gear
11/15/09 – 11/30/09 Frank Gambale signed TU-2 and \$1,000 in BOSS gear
12/1/09 – 12/15/09 Yngwie Malmsteen signed NS-2 and \$1,000 in BOSS gear
12/16/09 – 12/31/09 Lincoln Brewster signed DN-2 and \$1,000 in BOSS gear

Contest eligible in the U.S. only. For more information, visit www.BossUS.com/BigBossGiveaway.

About BOSS

BOSS, a division of Roland Corporation, has achieved legendary status among guitarists by offering a diverse, world-leading product lineup, which includes compact-effects processors, multi-effects processors, digital recorders, rhythm machines, metronomes, tuners, and more. For more information, visit <http://www.BossUS.com>