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FOR IMMEDIATE RELEASE

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ROLAND LIVE EXHIBIT UNVEILED AT THE GRAMMY MUSEUM *Interactive Music Instrument Showcase To Educate and Inspire Visitors*

Los Angeles, CA, September 11, 2009 — Roland Corporation U.S. and The GRAMMY Museum are proud to announce the opening of a new permanent installation in The GRAMMY Museum, *Roland Live*.

The GRAMMY Museum is an exciting and interactive celebration of the power of music, occupying a vibrant new space in downtown Los Angeles. Four floors of cutting edge exhibits, interactive experiences and films provide a one-of-a-kind visitor experience — engaging, educational, celebratory and inspirational.

Debuting September 16th, the Museum's new *Roland Live* exhibit gives visitors a chance to participate in the music-making process. By playing electronic musical instruments, guests will have the opportunity to explore and think critically about how today's music is crafted.

Among a wide variety of Roland products, visitors will have the chance to interact with V-Drums®, BOSS pedals, HandSonic®, VIMA® keyboards, and the MV-8800 Production Studio.

"Working with Roland is a natural fit for The GRAMMY Museum," says Robert Santelli, Executive Director of The GRAMMY Museum. "*Roland Live* will greatly add to the interactivity of our exhibits, allowing visitors to actually experience another step in the creative process—playing instruments."

"The GRAMMY Museum is a destination for music education. They have so many amazing activities that make music come to life," says Dennis Houlihan, President of Roland Corporation U.S. "We're excited to bring the experience of performing on Roland instruments to a place that everyone can enjoy."

The GRAMMY Museum's *Roland Live* exhibition will open September 16th at L.A. LIVE in downtown Los Angeles. For more information, visit <http://www.grammymuseum.org>.

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>.

About The GRAMMY Museum

Paying tribute to music's rich cultural history, this one-of-a-kind, 21st-century Museum explores and celebrates the enduring legacies of all forms of music, the creative process, the art and technology of the recording process, and the history of the premier recognition of excellence in recorded music — the GRAMMY Award. The GRAMMY Museum features 30,000 square feet of interactive and multimedia exhibits located within L.A. LIVE, the downtown Los Angeles sports, entertainment and residential district. Through thought-provoking and dynamic public and educational programs and exhibits, guests can experience music from a never-before-seen insider perspective that only The GRAMMY Museum can deliver. For more information, visit <http://www.grammymuseum.org>.