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BOSS CELEBRATES 30 YEARS OF FOOT-STOMPING INNOVATION!

The BOSS Commands Your Respect

Austin, TX, July 14, 2006—BOSS is proud to announce it is now celebrating 30 foot-stomping years in the music business. With more than 9 million compact pedals sold BOSS has become the guitar pedal of choice for musicians worldwide.

Now famous throughout the world music scene, the BOSS legacy dates back to 1976 when the company introduced the CE-1 Chorus Ensemble – establishing BOSS as a competitive and viable guitar effect company.

The driving principal behind BOSS effects pedals has not changed in 30 years.

"Work within severe constraints to deliver maximum potential to musicians," relates Roland Founder Ikutaro Kakehashi.

The winning design format has been imitated, but never duplicated by other pedal companies over the years. From groundbreaking effects such as the SP-1 parametric equalizer which rolled off of the BOSS line in 1977, to the OD-1 which inspired the now-popular term "overdrive sound," BOSS has always managed to challenge and enhance the way the world hears music.

Since BOSS pedals are so widely used, many people in the music industry believe there is an automated factory somewhere in the East where the products roll off of a line in mass quantities. How else could the company have sold over 9 million of them?

That assumption couldn't be further from the truth.

Roland U.S. Vice President of BOSS relates, "We make a personal investment in every pedal made. All 9 million of them and counting. A dedicated and passionate team of BOSS employees build BOSS pedals by hand, ensuring a quality and consistency that is second to none. From spray painting the pedals individually, to the painstaking installation of boards, to the simple tightening of screws – human beings are behind each and every pedal build. Soldering is done manually and every effect is rigorously and personally checked for quality. There aren't many guitar effects pedals companies that can claim that dedication to sound. We may even be the only one."

For more information visit www.BOSSUS.com.

Roland is a world leader in the design, manufacture, and distribution of electronic musical instruments, professional audio equipment, multimedia products, and music accessories. For more information, contact Roland Corporation U.S., 5100 S. Eastern Ave., P.O. Box 910921, Los Angeles, CA 90091-0921, (323) 890-3700 (x3718 - for media use only. www.bossUS.com

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