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ROLAND VIMA AWARDED BEST IN SHOW HONORS

—Innovative Recreational Keyboard Makes Splash At Winter NAMM—

Los Angeles, CA, February 8, 2007—Roland is proud to announce the new VIMA Recreational Keyboard earned Best in Show honors at the Winter NAMM Show in January 2007. The popular Best in Show panel capped NAMM University's free breakfast sessions offered during the show, held January 18-21 in Anaheim, California.

A group of industry experts were invited to shop the show on Thursday, Friday and Saturday, pick their favorite companies, products and services and present the winners in five categories during the Sunday morning panel.

The Roland VIMA earned Best in Show accolades.

Roland National Marketing & Product Manager Chris Halon relates, "We're thrilled that the VIMA earned such a prestigious honor and that the world seems to be embracing the idea of recreational music making."

Liane, co-owner of Rockwood Music, of Lakewood Colorado relates, "I am so excited about the Roland VIMA RK-500 recreational keyboard. It's one of the first keyboards to place the emphasis on recreational music making. Its keyboard and technology are designed to interact with all of the other media that someone might own—their Ipod, CD player, video camera, digital cameras and other components of the home media system. But what sets it apart is that Roland is really content heavy."

For more information about the new Roland VIMA visit:
<http://www.rolandus.com/go/vima/>

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.RolandUS.com.

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