

**FOR IMMEDIATE RELEASE**

Contact: Tara Callahan  
(323) 890-3700 x3718  
tarac@rolandus.com

**ROLAND ANNOUNCES KEYBOARD ACCEPTANCE PROGRAM**

—Zero Down, Zero-APR for One Year—

**Austin, TX, July 14, 2006**—Roland Contemporary Keyboards is proud to announce the Keyboard Acceptance Program, the latest consumer financing program offered by Roland U.S. With this new zero-down, zero-APR-for-one-year offering, Roland breaks new ground in the digital keyboard marketplace.

"We're truly excited about this new program," says Lynda Smith, Roland Contemporary Keyboards Vice President. "One of the most important facts that I would like to stress is that there is *absolutely no cost to the dealer for the first year*. Roland, essentially, is picking up the check. We are committed to helping our dealers grow their businesses and are thrilled to be able to offer this sort of retail incentive and support."

The new Keyboard Acceptance Program is offered through C.I.T. Bank, an industrial bank located in Salt Lake City, Utah. With over \$60 billion in assets, C.I.T. Bank is one of the world's largest diversified financing companies, offering consumer lending and commercial leasing.

The program features a simple interest loan option, with no prepayment penalties to the customer. Additionally, competitive rates, "same as cash"/deferred payment options and speedy financing make the Keyboard Acceptance Program consumer-friendly.

A comprehensive web-enabled online C.I.T. system gives retailers unprecedented internet support while friendly C.I.T. staff are available seven days a week to help make the Roland keyboard buying experience, efficient, accurate, and profitable.

-----  
*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.*