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**THE BLUE DEVILS TO ENDORSE
ROLAND ELECTRONIC MUSIC PRODUCTS**

World Champions to Partner with Roland for 2009 Season

Los Angeles, CA, February 9, 2009 — Rules for the Drum Corps International competition have recently changed to allow the incorporation of electronic musical instruments and the world champion Blue Devils Drum Corps has announced it will now use Roland products exclusively.

"We are very excited about using Roland products and partnering with the world's leading electronic music manufacturer," says David Gibbs, Executive Director of the Blue Devils. "The Blue Devils continue on a mission of educational, creative and performance excellence, and with Roland, we believe we have found just the right partner. Roland's top-of-the-line electronic music products and experience will help to lead us forward, and provide our performers with the very best equipment in the world."

Scott Johnson, Percussion Director of the Blue Devils, adds, "The new Roland [RMP-12 Rhythm Coach](#) is an incredible practice and performance tool, and is an integral part of our daily practice routines. Its great-feeling patented mesh head, ability to use headphones, and Rhythm Coach exercises will maximize and increase the amount of practice time we'll be putting in. Additionally, it's not just for individual practice, but we can use it for group practice, too. Now we can practice anywhere and anytime we want."

Roland Percussion Market Development Manager Steve Fisher relates, "Partnering with the world-class champion Blue Devils is a great privilege for us. We're excited about the possibilities their group will come up with using our products and look forward to working closely with them."

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>.

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