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**ROLAND CORPORATION U.S. APPOINTS LYNDA SMITH VICE PRESIDENT AND
GENERAL MANAGER OF ROLAND CONTEMPORARY KEYBOARDS**

Los Angeles, Calif., June 12, 2006—Roland Corporation U.S. is pleased to announce the promotion of Lynda Smith to Vice President and General Manager of Roland Contemporary Keyboards.

Since 2002, Smith has worked closely with the Roland CK staff and District Sales Managers to manage Roland CK's sales/marketing programs, promotions, events and dealer support collateral. In 2003, the company named Smith General Manager of the CK division. As General Manager, Smith's vision, extensive music product industry background and dedication to success allowed her to both strengthen the Roland CK Division, and improve its market share.

Roland Corporation U.S. President Dennis Houlihan relates, "Lynda has done an outstanding job of providing leadership and structure to her team. With her impressive background, proven track-record and respect among CK dealers, Smith is uniquely qualified for her new position."

Prior to joining Roland CK, Smith spent ten years as the National Sales and Marketing Manager of Technics Musical Instruments. She has extensive retail sales and management experience and holds advanced degrees in Music Education and Music Therapy.

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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