

For Immediate Release

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Roland Corporation Announces New Board of Directors Appointments

Los Angeles, California, June 9, 2006—Roland Corporation today announced it has appointed Roland U.S. President Dennis Houlihan and John Booth, President of Roland UK, to its Board of Directors. These significant appointments mark the first time in the 35-year history of Roland Corporation that non-Japanese individuals have been elected to the Board. The elections took place on May 12, 2006.

Roland Chairman Katsuyoshi Dan relates, "This is the first time in our history that we have invited non-Japanese individuals to join our Board. It is a remarkable occasion for all. We understand the need to join forces with our international colleagues and use our combined knowledge to drive our product development, production, and overseas marketing in a single, unified direction. This election proves our commitment to that end."

Commenting on the election Roland Corporation President Hidekazu Tanaka stated,

"Dennis Houlihan and John Booth bring an incredible wealth of knowledge and wisdom to Roland's Board. Both are extraordinary leaders in the Musical Instruments industry, and their combined experience in the United States, the UK and in markets abroad is a great enhancement to the Board's global perspective. These nominations will help unify Roland's worldwide presence and allow us to respond quickly, and more effectively to the constant changes that mark our global landscape."

Dennis Houlihan is the president of Los Angeles-based Roland Corporation U.S. and its subsidiary, Rodgers Instruments LLC of Hillsboro, Oregon.

Houlihan's music industry experience spans more than 40 years, working with companies including Chicago Musical Instrument, Norlin Music, Lowrey Organs, Jordan Kitt's Music and Technics Musical Instruments. He is actively involved in a variety of music product industry projects, including serving as Chairman of NAMM — The International Music Products Association. He is the first manufacturer ever to serve in that capacity in the association's 105-year history.

John Booth is Managing Director of Roland (UK) Ltd, a wholly-owned subsidiary of Roland Corporation Japan and based in offices in Swansea, South Wales.

Before joining Roland as MD in 1996, Booth was Sales and Marketing Director at Yamaha UK and previously, Managing Director of Marantz Hi Fi, a Japanese subsidiary of Philips Consumer Electronics.

These appointments will be effective June 23, 2006.

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

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