

Winter NAMM 2006 Release

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HOUSTON DEMONSTRATES ROLAND DIGITAL PIANOS WINTER NAMM 2006

Los Angeles, CA, January 19, 2005---Roland Contemporary Keyboards is proud to announce that Scott "The Piano Guy" Houston will be demonstrating Roland digital piano technology at Winter NAMM booth #2652. Houston, who will perform Thursday through Saturday at 1:30pm, says he can teach anyone how to play piano like a professional in a matter of hours - not years.

In 2003, Houston began showing public television viewers how to "play piano in a flash" through his successful pledge special of the same name. Seen by millions of viewers nationwide since debuting in March 2003, *Play Piano In A Flash* has been a monetary windfall for stations carrying the program. Among the highest-grossing pledge specials in public television history, the airing stations to date have raised more than \$14 million.

The Piano Guy with Scott Houston weekly television series is now in its third year airing on public television stations. The series covers over 90% of the TV households in the country on a weekly basis. Shot in high definition, the show continues to delight, inform and entertain thousands of viewers nationwide.

A highly sought-after motivational speaker, Houston has lectured widely throughout the United States and Canada at nearly 150 colleges, universities and public television stations over the last seven years. More than 15,000 people have attended Houston's workshops, many of whom have realized their life-long musical dream of having fun playing their favorite tunes on the piano.

Aimed at non-accomplished musicians, Houston's highly comedic, yet extremely educational look at playing the piano is a hit with attendees.

A popular teacher who offers nearly 50 seminars each year, Houston has also taken the publishing world by storm. Inspiring and humorous, Houston's book, *Play Piano In A Flash* (Hyperion, \$12.95, ISBN 1-4013-0766-3), provides readers with a comprehensive guide to learning the fundamentals of piano while forcing them to have fun along the way. Originally self-published by Houston, the book now has more than 250,000 copies in print. *Play Piano In A Flash for Kids* (Hyperion) is set for national release in the first quarter of 2006.

Be sure to stop by Roland Winter NAMM Booth 2652 to see Scott!

For more information on Scott Houston visit www.scottthepianoguy.com

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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