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**Los Angeles King Of the Beats Winner Heads To N.Y.C.**

**Los Angeles, California, October 12, 2006**—On September 17, 2006, LA's best beat-masters battled it out at the famous Roxy Music theatre in Los Angeles, CA where contestants, judges, and the beat-loving public joined together to experience the first King of The Beats regional competition. As the exclusive gear sponsor for KOTB, Roland was on the scene demonstrating the latest and greatest in beat-making machinery.

"We're thrilled to be able to work with Scion and the artists," says Roland Product Manager Vince LaDuca. "We're looking forward to the grand finale battle in NYC. There are so many talented people out there! It's going to be tough for those judges!"

Each regional competition is divided into three rounds: Remix, Semi-Finals, and Championship. Thanks to his unique style and amazing beat chops, Los Angeles-based beat-jockey Beethoven took home the regional title, Roland gear, and the chance to compete in the Grand Finale competition on November 4th in New York City at *The Mecca*.

Roxy attendees were treated to performances by Rahzel and Raekwon, who rocked the house into the early morning light.

King of The Beats regional winners from Los Angeles, Atlanta, and New York City will meet in the Big Apple on November 4th to battle it out for the national title.

For more details visit: [www.rolandus.com/go/scion](http://www.rolandus.com/go/scion)

*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](http://www.RolandUS.com).*