

## **For Immediate Release**

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### **ROLAND APPOINTS MINDIOLA TO DIRECTOR OF MARKETING**

**Los Angeles, CA, November 7, 2006**—Roland, a world leader in the design, manufacture and distribution of electronic musical instruments, is proud to announce it has appointed Bernadette U. Mindiola to fill the roll of Director of Marketing Communications of Roland Corporation U.S.

In her new role, Mindiola will oversee and direct the company's marketing research, communications, advertising and public relations, customer-focused marketing, and competitive intelligence and market positioning.

"Mindiola emerged as the leading candidate with strong experience in branding and marketing strategy," said Mark Malbon, Roland Chief Financial Officer. "She is an outstanding leader and a proven marketing research professional who will be a tremendous asset to the Roland team as we move the business forward. We're confident in our knowledge that Bernadette's extensive background in creative strategy and production will make her an ideal leader to guide the business on the next phase of our marketing plan."

Since 1994, Mindiola has held numerous high profile positions in the entertainment industry including Director of Creative Services, Warner Bros., Manager of Creative Services, Warner Bros. and Manager of Advertising and Promotion, Paramount Pictures.

Mindiola earned a B.A. in Communications from Cal State University, Fullerton.

*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).*