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**BEATHOVEN CROWNED SCION'S KING OF THE BEATS**

Los Angeles, CA, November 13, 2006—Roland is proud to announce their participation in Scion's King of the Beats producer contest. Held on Nov. 4<sup>th</sup> at the famed B.B. Kings club in Times Square NYC, the contest pitted top beat-masters from across the country against each other to battle it out for the coveted KOTB title. In the end the talented and charismatic Beethoven walked away with the crown, taking down the competition on his own Roland gear.

"All of the NYC contestants came to the table with amazing beats," said Roland's Product Manager Vince LaDuca. "Those judges must have had a hard time choosing a winner. I know I would have."

King of the Beats Beethoven took home a Fantom-X7 and was joined by runners-up M-Rock, who won a Roland Juno-G, and M-16, who took home a Roland SH-201.

"We were thrilled to be a part of this nationwide Scion contest and look forward to working with their team in the near future," relates LaDuca. "Their name has become synonymous with a free-thinking and independent way of living and designing--be it a car, a company logo, or a sound. Scion has managed to convert their creative ideals into a loyal customer base that shares their same vision. It's a vision we at Roland embrace and it was exciting to be a part of that."

Roland was proud to be the exclusive prize sponsor of Scion's King Of The Beats producer contest. For more information, visit <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).*