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ROLAND SPONSORS 6th ANNUAL A SOUNDS ECLECTIC EVENING

—Biggest Public Radio Station In U.S. Joins Forces with M.I. Industry Giant—

Los Angeles, CA, February 20, 2007—Roland Corporation U.S., a music technology pioneer since 1972, today announced that they are hosting KCRW's 6th annual A Sounds Eclectic Evening benefit concert at the Gibson Amphitheatre on April 14, 2007. Featuring The Shins, Lily Allen, Cold War Kids and Rodrigo and Gabriela, this year's concert promises to be a dynamic musical adventure with a sound for everyone.

KCRW--a community service of Santa Monica College, is Southern California's leading National Public Radio affiliate, featuring an eclectic mix of music, news, information and cultural programming.

As a sponsor, Roland will provide KCRW artists with gear and/or support the night of the show. In addition to gear, Roland will host a hands-on exhibit in the lobby of the Gibson Amphitheatre.

Morning Becomes Eclectic radio host and industry phenomenon Nick Harcourt says on KCRW's website, "As we prepare for the sixth annual A Sounds Eclectic Evening, I'm reminded of some of the stunning performances of previous years: Ozomatli, Norah Jones, Beck with the Flaming Lips, Coldplay...the list goes on. This year, we welcome LA area bands Bitter:Sweet and Cold War Kids along with wildly eclectic Rodrigo y Gabriela and rising stars, Lily Allen and The Shins. All artists who got their first US airplay at KCRW. I'm sure there'll be some surprises as well, so join us on April 14 and celebrate the spirit of free form radio."

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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