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**ROLAND CO-SPONSORS SNEAKER PIMPS TOUR**

**Los Angeles, CA, August 22, 2007**—On August 3, 2007 Roland co-sponsored the world's biggest touring sneaker show, Sneaker Pimps, in downtown Los Angeles. The event kicked off a 10-city blast that will hit San Francisco, Seattle, Las Vegas, Houston, Chicago, Atlanta, Miami, Washington DC and New York City before the year is through.

Sneaker Pimps is the world's largest touring sneaker show featuring over 1,000 pairs of rare, limited edition, vintage, celebrity-signed and artist-collaborated sneakers along with a collection of sneaker inspired artwork, fashion and photography.

Roland Product Manager Vince LaDuca relates, "At Roland, we embrace the fact that lifestyle brands represent the values and aspirations of groups and cultures and that partnering with them expands our voice. We also realize that we need to let people publicly associate and become a part of our brand and product experience. Not just the musicians on the stage or in the studios, but the fans inside the venues, the sneaker buyers and the trend setters. Events like Sneaker Pimps allow us to open the door to that consumer and invite them in, so that they can make Roland their own."

The event took place at the newly renovated Crash Mansion, the City of Angels' newest live music venue, and featured some of the rarest sneakers in the world. The LA roster of performing talent boasted a stellar cast of creators such as Redman, Swizz Beatz, Travis Barker and Paul Wall. Exhibit attendees were also treated to live artist installations from Mister Cartoon, Slick, Tokidoki, Peekaboo, Angrywoebots and Bigfoot.

Outside Crash Mansion, Skater Clyde Singleton and other skate gods showed their stuff on the halfpipe while Tyson the skateboarding bulldog shared his own K-9 version of the McTwist.

For more information about upcoming shows, visit [www.sneakerpimps.net](http://www.sneakerpimps.net).

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