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WORLD-RENOWNED ARTISTS TO PERFORM IN ROLAND'S SHOWCASE THEATER

Los Angeles, CA, January 13, 2009 — Roland is pleased to announce the exciting lineup of performances that will be taking place at the Roland Showcase Theater at the 2009 NAMM show, Thursday, January 15th - Sunday, January 18th. In addition to ongoing demonstrations of the newest Roland products, the stage will also be graced with the following Roland artists:

Don Lewis (10am, Thursday & Saturday)

Uniting his interest in engineering with his musical talent, Don is one of the pioneers in synthesizer use and technology, as well as a gifted ~~and~~ musician and educator. Come enjoy a dynamic and entertaining demo of Roland's latest keyboard offerings.

Neo Geo (2pm Thursday)

Los Angeles-based electro rock sensations Neo Geo will be rocking the stage with the latest in Roland synthesizer and keyboard technology.

Peter Erskine Quartet (1pm Friday & 4pm Saturday)

Enjoy the ~~smooth~~ sounds of the Peter Erskine's Jazz Quartet, featuring Alan Pasqua on Roland Digital Pianos, Edwin Livingston on bass, Bob Sheppard on saxophone, and featuring world-class drummer Peter Erskine demonstrating the dynamic sensitivity of Roland V-Drums[®].

Jordan Rudess (3pm Friday)

Award-winning Dream Theater and solo keyboardist Jordan Rudess will be performing on a brand new Roland keyboard. There are few keyboardists as innovative and creative as Rudess, and this performance is sure to be no exception.

Bian Liunian (4pm Friday & 1:30pm Saturday)

A renowned Chinese musician, composer and musical director, Mr. Bian specializes in playing the two-string fiddle, known as the erhu, a traditional Chinese folk instrument. He will be performing on the erhu, with the help of a specially made Roland erhu preamplifier, which debuted at the Closing Ceremony of the 2008 Beijing Olympics

V-Trio featuring Alain Caron and Frank Gambale (12pm Saturday)

Special guests Alain Caron and Frank Gambale will be bringing unique, never-before-heard tones with the new VB-99 V-Bass and VG-99 V-Guitar systems.

Shiny Toy Guns (3pm Saturday)

Shiny Toy Guns was founded in 2001 by bassist and keyboardist Jeremy Dawson and vocalist and guitarist Chad Petree. Their first studio album, "We Are Pilots," featured three singles that peaked inside the top 30 in the U.S. Modern Rock Charts.

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The album also received a Grammy® Award nomination in the category of Best Electronic/Dance Album.

Roland Worship Summit (11:00am – 3:30pm Sunday)

Join us Sunday and raise your voice as Lincoln Brewster, Salvador, and the Gospel Jam lift your spirits with music that transcends borders and celebrates excellence.

For the most up-to-date Roland Showcase Theater schedule, contact Amanda Whiting or visit the Roland booth #2672.

About Roland Corporation

Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, digital recording equipment, amplifiers, audio processors, and multimedia products. With over 35 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit <http://www.RolandUS.com>.