

Winter NAMM 2007 Release

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PAUL YOUNGBLOOD APPOINTED PRESIDENT OF BOSS U.S.

Los Angeles, CA, January 19, 2007—Roland Corporation U.S., a music technology pioneer since 1972, today announced the promotion of Paul Youngblood to President of BOSS U.S. In his new assignment, effective immediately, Youngblood will be responsible for developing competitive business strategies that will enhance BOSS U.S. sales opportunities and foster strategic partnerships within the industry and beyond.

Youngblood joined Roland Corporation U.S. in 1985 and has served in numerous pivotal positions that have aided in catapulting the corporation to the top of the musical instruments business.

Youngblood started his Roland career as a Clinician in the mid-80s and went on to become Roland MI Product Manager in 1990 where he successfully launched several award-winning products. In 1993, he was appointed Marketing Manager for MI and in 2000; he was promoted to the role of Director of Marketing & Product. In 2004, Roland promoted Youngblood to Director of Sales for MI.

In order to maximize their focus on the growth and profit potential for the expanding BOSS product line, Roland created BOSS U.S. in 2005. That year Paul Youngblood was promoted to Vice President of this new, strategic business unit.

Dennis Houlihan, President and CEO of Roland Corporation U.S. relates, "Paul has been associated with BOSS products since their earliest sales in the U.S. He is an avid guitar player and knows the BOSS customer and products intimately. His background, experience and vast product knowledge make him uniquely qualified for this new and expanded role. We look forward to the continued, accelerated, profitable growth and expansion of BOSS U.S. under his capable leadership."

As President of BOSS U.S., Paul will continue to report to Dennis Houlihan, CEO and President of Roland Corporation U.S.

Paul Youngblood says, "It is an honor to be appointed President of BOSS U.S. I am looking forward to the challenge of leading and supporting the outstanding employees of BOSS U.S., who daily demonstrate such dedication to the customers and musicians we serve."

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.

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