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## ROLAND & BOSS DEALER ACHIEVEMENT AWARDS PRESENTED TO PREMIER DEALERS

**Los Angeles, CA, March 30, 2018** — Roland Corporation U.S. recently held the Roland & BOSS Dealer Achievement Awards, for the 2017 calendar year. Among the recipients were several members of the company's Premier Dealer program, which was created for brick-and-mortar dealers that have chosen to partner with Roland to provide the best and most satisfying end-user experience with expanded product offerings from Roland, BOSS, or V-MODA.

These Premier Dealers in the Western region were acknowledged with the Dealer Achievement Award for "Outstanding Performance 2017": PSSL ProSound & Stage Lighting (Cypress, CA); Cream City Music (Brookfield, WI); Cascio Interstate Music (New Berlin, WI); Dunkley Music (Boise, ID); and The Guitar Store (Seattle, WA). And the following Premier Dealers in the Eastern region were also acknowledged with "Outstanding Performance 2017": Drum & Strum Music Center (Warrenton, VA) and Steve Weiss Music (Willow Grove, PA).

Brian Douglas, Owner / General Manager of Cream City Music, stated, "Cream City Music is honored to have received this recognition from Roland. As a young man I have had a personal connection with close to two-dozen classic Roland instruments that shaped my journey as a musician. In addition, the revelatory sounds that BOSS pedals brought to my life as a guitar player influenced my playing in so many wonderful ways. We look forward to continued success growing with the Roland family of brands."

"These dealers not only showed strong sales for Roland in 2017, but each of them, as a member of our Premier Dealer program, also has exhibited a deep and ongoing partnership with our company," stated Tony Price, Vice President of Sales for Roland Corporation U.S. "And most of all, these awards recognize the positive ways in which they interact with their customer base. In a sense, brick-and-mortar dealers are one of Roland's primary windows to the world, and we applaud these stores for a job well done."

Dealers participating in the Roland Premier Dealer program have the opportunity to leverage the power of the Roland marketing department to promote their business and provide their customers a more immersive Roland, BOSS or V-MODA experience. These resources include design services (customized signage, window/wall graphics, customized video content, social media posting, digital banners and more); special events (in-store workshops, live streaming, online sales events, dedicated training, unique promotions); early access to upcoming products and promotions; and VIP access to trade shows (NAMM), dealer roundtable events, premium dealer listings, and more.

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**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 more than 40 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit [Roland.com](http://Roland.com) or see your local Roland dealer.*