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WINNERS ANNOUNCED AT THE 2011 ROLAND U.S. V-ACCORDION FESTIVAL

Accordion Enthusiasts Gather at Fourth Annual Competition

Los Angeles, CA, September 8, 2011—Roland U.S. held its annual V-Accordion® Festival in Orlando, Florida, on July 29, 2011, in conjunction with the 71st Accordionists & Teachers Guild International Festival. The gathering featured V-Accordion contest finals competitions in Senior and Junior divisions, as well as a gala evening concert with performances by many renowned accordion artists.

Now in its fourth year, the Roland U.S. V-Accordion Festival is one of the summer's most anticipated events for accordion enthusiasts in the United States. In the months leading up to the festival, players of all ages submitted video performances to earn slots in the finals competition. Five finalists were chosen to compete in each of two categories: Senior (age 18 and older) and Junior (age 17 and younger).

The top Senior finalist was Danielle Renzi from New England. For her victory, she received an FR-7x V-Accordion, as well as a trip to Rome, Italy, to represent the U.S. at the International V-Accordion Festival in October 2011. Second Place finisher Gregory Fainshtein from Dallas, Texas, was recognized with an Honored Performance Prize.

In the Junior division, young Daniel Pavlotsky came out on top, receiving his choice of an FR-1, FR-2, or FR-3x V-Accordion for his win. Second Place winner Ollie Luey was awarded an Honored Performance Prize.

All the finalists performed on Roland's flagship FR-7x V-Accordion. In addition to using the instrument's authentic acoustic accordion tones, many of the finalists made creative use of the V-Accordion's large selection of organ and orchestral sounds.

Chris Halon, Roland U.S. Director of Product Management, was the Master of Ceremonies for the competition. Roland U.S. President Chris Bristol was also on hand to offer his support and congratulate the participants.

The evening concert featured V-Accordion performances by a host of virtuoso players, including world-renowned accordion artist Maestro Sergio Scappini; seven-time diatonic accordion champion Danilo Di Paolonicola; 2010 Roland U.S. V-Accordion Festival champ Chris Gorton; and father-and-son artists Alex and Peter Chudolij.

"The fourth Roland U.S. V-Accordion Festival was a great success," said Steven Albini, Roland V-Accordion Product Manager. "The finalists were all fantastic musicians, and the evening concert really showcased the full creative potential of the V-Accordion in the hands of world-class accordionists!"

To follow the upcoming 5th International V-Accordion Festival in Rome, Italy, please visit www.v-accordionfestival.com.

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 nearly 40 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>.