February 15, 2013

Company Name: Roland Corporation
Representative: Hidekazu Tanaka, President and Representative Director
Code Number: 7944
Stock Exchange Listing: 1st Section of Tokyo, Osaka
Contact: Ichiro Nishizawa, Senior Managing Director
Phone: 053-523-3652

Notice of Personnel Change of Representative Director

Roland Corporation (the "Company") hereby announces the resolution at the Board of Directors meeting held on February 15, 2013 to implement the following personnel change of the representative director.

1. Personnel Change

Name	Newly Appointed Title	Previous Title
Junichi Miki	President and Representative Director, in charge of Organ Product Design and Educational Product Division	Director, in charge of Organ Product Design, General Manager of Organ Product Design Dept.
Hidekazu Tanaka	Adviser	President and Representative Director, in charge of Educational Product Division

2. Reason for the Change

The Company announced structural reform of the electronic musical instruments business on November 7, 2012. Under the leadership of the newly appointed management, the Company will strive to implement reforms to improve profitability and establish a foundation for future growth.

3. Effective Date of the Change

April 1, 2013

4. Brief Biography of Newly Appointed Representative Director

Date of Birth	Brief Biography		No. of the Company shares held (Thousands)
March 1, 1955	March 1977	Joined the Company	8
	June 1994	Director	
	June 1999	Managing Director	
	April 2002	Director, in charge of Technical Support	
	June 2007	Executive Officer, in charge of Classic Project	
	October 2008	Executive Officer, General Manager of Classic Product Design Dept.	
	June 2010	Director, General Manager of Classic Product Design Dept.	
	April 2012	Director, in charge of Organ Product Design (to present), General Manager of Organ Product Design Dept. (to present)	