



First ever MusiCounts Roland Jam Pak, presented by SiriusXM Canada is awarded to **ALPHA SECONDARY SCHOOL!**

Toronto, ON – January 19, 2012 – MusiCounts, Roland Canada and SiriusXM Canada, are excited to announce that Burnaby, BC's **Alpha Secondary** has won the first ever MusiCounts Roland Jam Pak, presented by SiriusXM Canada. The new initiative will fill the school's music room with a jam-band collection of instruments worth over \$12,000. The pack will include a drum kit, digital piano, synthesizer, amps, and a number of other great accessories to add to the school's instrument collection and music program.

Doug McGarry, Education Manager for Roland Canada says "We are pleased to support MusiCounts in their efforts to encourage and improve music education in Canada through sponsoring of this first-ever MusiCounts Roland Jam Pak presented by SiriusXM Canada. We believe these instruments coupled with the creativity of the teachers and students will inspire the joy of making music for many years to come. We wish to thank all the schools who submitted their applications and congratulate Alpha Secondary School for being selected as the recipient."

Alpha Secondary is a school that was built in the 1950s located in Burnaby, BC. With a population of 850 students, approximately 25% of the school is registered in music courses. In 2007, there were roughly 50 students in the music program. With the great support of the parents and the community, the program has quadrupled in 5 years. Currently they offer Junior Band, Intermediate Band, Senior Band, Jazz Band, Guitar, Concert Choir and Music Technology/Composition.

This incredible prize from MusiCounts, Roland, and SiriusXM Canada will allow families who typically could not afford an instrument for their child to now have a golden opportunity to be involved in a very special music program.

"The students and staff of Alpha Secondary School are thrilled to be the recipients of the MusiCounts Roland Jam Pak. This grant from Roland and MusiCounts, presented by SiriusXM Canada, will provide our school music program with electronic music equipment that will significantly impact our students and our growing music program. This equipment will be used not only to support curriculum but also to expand our music technology and composition program and to enhance the quality of school events and extra-curricular activities," said Paul Dudley, Visual & Performing Arts Department Head, Music Teacher.

The MusiCounts Roland Jam Pak contest, presented by SiriusXM Canada, was open to all public Jr. High and Secondary Schools within Canada. All equipment and delivery of the Jam Pak to the winning school is provided by Roland Canada, with MusiCounts overseeing the selection process and SiriusXM Canada providing the financial support to administer the program.

“We are thrilled about Alpha Secondary’s win and that we could participate in the MusiCounts Roland Jam Pak initiative. Expanding music programs, promoting music education and fostering the development of technical proficiency are all essential to the success and growth of Canadian musical talent. Since 2005, SiriusXM Canada has played a leading role in supporting Canadian emerging artists and we see this as an early opportunity for Alpha Secondary School students to grow their passion for music,” said Andréanne Sasseville, Director of Canadian Content and Industry Relations of SiriusXM Canada.

About MusiCounts

MusiCounts, Canada’s music education charity associated with The Canadian Academy of Recording Arts and Sciences (CARAS) is helping to keep music alive in schools across Canada. MusiCounts’ mission is to ensure that children in Canada, regardless of socio-economic circumstances, have access to music programs through their schools. MusiCounts includes Band Aid musical instrument grants, the MusiCounts Teacher of the Year Award, Scholarships and other music education initiatives. MusiCounts is funded by various initiatives such as the JUNO Awards nominee compilation CDs; annual contributions by Bell Media; The Shore 104 FM; SiriusXM Canada Inc.; Astral Media; the Slaight Family Foundation; Rogers Broadcasting Ltd.; Corus Entertainment, and Vista Radio, and supported since inception by EMI Music Canada Inc.; Sony Music Entertainment Canada Inc.; Universal Music Canada and Warner Music Canada Ltd.; as well as JUNO Songwriters’ Circle presented by CMPA and SOCAN; JUNO Cup presented by The Keg Steakhouse and Bar. To date, MusiCounts has donated nearly 5 million dollars to help keep music alive, impacting 262 Post-Secondary graduates and an estimated 400,000 students, their schools and communities. For more information, please visit: www.musiccounts.ca.

About Roland

Roland is a world leader in the design, manufacturing and distribution of electronic musical instruments, professional audio equipment, multimedia products and music accessories. The Roland family of products includes products manufactured under Roland, BOSS, Cakewalk and Rodgers brand names. These products include, but are far from limited to, guitar effects pedals, electronic percussion, digital pianos, synthesizers, digital mixers, music production software as well as professional audio and video production equipment. For more information, contact Roland Canada Ltd, 5480 Parkwood Way, Richmond BC V6V 2M4, (604) 270-6626 (x102 for media use only), www.roland.ca.

About SiriusXM Canada:

SiriusXM Canada (TSX: XSR) is the country's leading audio entertainment company and broadcasts more than 120 satellite radio channels featuring premier sports, news, talk, entertainment and commercial-free music. SiriusXM Canada offers an array of content from the most recognized news and entertainment brands as well as from professional sports leagues including the NHL, NFL, MLB and CFL.

SiriusXM programming is available on a variety of devices including pre-installed and after-market radios in cars, trucks and boats, smartphones and mobile devices, and consumer electronics products for homes and offices. Sirius XM programming is also available online at www.sirius.ca and www.xmradio.ca and on Apple, BlackBerry and Android-powered mobile devices.

SiriusXM Canada has partnerships with every major automaker and its radio products are available at more than 3,000 retail locations nationwide. For more information, please visit www.siriusxm.ca.

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For more information please contact:

Indoor Recess Inc.

Joanne Settington – ph. 416.703.5217 / e. joanne@indoorrecess.com