

April 4, 2016

Dear Rodgers Associates,

Some of you have experienced rumors about Rodgers Instruments US LLC that are completely false. Normally we (the VandeWeerd family) do not respond to negative insinuations by competitors or individuals about our brands. At this moment some rumors about Rodgers are so seriously misrepresenting the truth that we feel a statement is in order to support your sales and service efforts.

Addressing the most important rumors one by one:

1. *Rodgers will be a Johannus organ with a Rodgers nameplate on it.*

This is a strange claim. As Rodgers wasn't a Roland product with a Rodgers nameplate on it, it will not become a Johannus with a Rodgers nameplate on it. It was, is and will continue to be a strong and independent brand. Technology changes in the past did not change the high quality of Rodgers products and neither will they in the future.

This isn't actually even a subject since we arranged for Roland technology to still be used in the coming years. If a technology change is being prepared it will always be done to make Rodgers products better and more attractive to customers.

2. *The Roland MIDI will be over.*

MIDI is an important standard and Rodgers organs will continue to support same MIDI.

3. *The Infinity Organ models will disappear.*

They are not and will not disappear. They are in production and will continue to be. We cannot think of any reason to stop producing these beautiful instruments.

Our only plan is to continue Rodgers and to do this successfully it is crucial the various Rodgers series continue and/or improve. Anybody can understand this.


4. *Rumors about the discontinuation and quality of the Rodgers team.*

As a response it's enough to state we are very pleased that the selected team taking Rodgers into the future is working out very well. Tonal improvements, demonstrations and sales support is secured, the engineering team is well prepared and now sharing resources with engineers in the Netherlands, the service technicians are handling all service tickets and will do so in the future with knowledge and parts available, production is running smoothly and shipping products continues as before.

Some roles have changed; all are competent, prepared and well positioned.

Unfortunately, some team members chose to leave Rodgers. This was hard for the team. But it was to be expected that not everyone would stay on board with all the changes. We have already or are close to hiring qualitative replacements.

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5. *The Rodgers plant is for sale. Yes we are leaving the old plant!*

The old building is big enough to have over 300 people working there. It has been and still is extremely costly and very inefficient to stay. Our new building is already leased and still is in Hillsboro. A corporate announcement will be made soon giving the new address and information.

As communicated, we have a strong passion for church organs. Our companies produce and sell church organs. That is all we do. We have no interest in making the same organs with different names. We like to diversify and serve as many customers as we can with the products we produce. Last week the Dutch R&D and Sales team attended a workshop to learn about the flexible and unique Rodgers products. As such, they are trained by a Rodgers team and have learned what makes a Rodgers such a unique product and how they are able to contribute in both support and future improvement.

It is sad people are spreading untrue rumors about our new Rodgers Company. Our intentions are good and pure and only about successfully continuing Rodgers. We will do everything in our power to achieve this. Together with your efforts we can create a strong future of the Rodgers brand and legacy!

Yours sincerely,

René van de Weerd
Marco van de Weerd
John Moesbergen

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