



Give the Joy of Singing This Holiday with Singing Machine

Fort Lauderdale, FL, December 21, 2015 -- **The Singing Machine Company, Inc. (“Singing Machine” or the “Company”)** (OTCQB: SMDM) announces multiple ways to complete your shopping list this season with the joy of singing. The Company is extending sales at many of its major retailers thru Christmas day, giving gift givers plenty of time to check-off their holiday shopping lists with the gift of music.

Singing Machine, North America’s leader in home karaoke products, announces continued last minute sales on its Classic line of products that make perfect gifts for music-loving children and teenagers. The Company is also offering sales on its new line of Digital Download karaoke machines that are packed with notable new features that include: ability to play High-Definition karaoke videos, easy access to download from a library of over 10,000+ high-definition karaoke videos, and a pre-loaded 8GB Singing Machine USB Flash Drive to store your songs or recordings. In addition, the Digital Karaoke Series provides the ability to search, sort, and create custom playlists to easily find and play the songs you love.

Once you have your machine, it’s time to fill it up with music! Fill your stockings with the gift of music at the Singing Machine, premium partner of Stingray Karaoke, Download Store at <http://store.singingmachine.com>. This new store features high-quality MP4 videos with scrolling lyrics on original concept videos and high-quality backgrounds. There are already thousands of songs to choose from with new songs added every Friday.

The Company is also thrilled to announce new Song Packs! Song Packs are themed collections put together by karaoke experts and can save you up to 40% off purchasing individual songs.

Gary Atkinson, Company C.E.O., commented, “We’re looking forward to a strong finish to the holiday season! We’ve been seeing strong sales at our retail outlets with many retail stores reportedly being out of stock. We’re also experiencing double-digit growth through e-commerce this month as many shoppers opt to buy online.”

The Company will run extended holiday customer service hours from 9:00 AM to 9:00 PM EST Monday thru Saturday and will be open on Christmas day, from 9:00 AM to 5:00 PM EST to answer all your Singing Machine questions.

About The Singing Machine

Based in the US, Singing Machine® is the North American leader in consumer karaoke products. The first to provide karaoke systems for home entertainment in the United States, the Company sells its products world-wide through major mass merchandisers and on-line retailers. We offer the industry's widest line of at-home karaoke entertainment products, which allow consumers

to find a machine that suits their needs and skill level. As the most recognized brand in karaoke, Singing Machine products incorporate the latest technology for singing practice, music listening, entertainment and social sharing. The Singing Machine provides consumers the best warranties in the industry and access to over 10,000 songs for streaming and download. Singing Machine products are sold through most major retailers in North America and also internationally. See www.singingmachine.com for more details.

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Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are based on current expectations, estimates and projections about the Company's business based, in part, on assumptions made by management and include, but are not limited to statements about our financial statements for the fiscal year ended March 31, 2015. You should review our risk factors in our SEC filings which are incorporated herein by reference. Such forward-looking statements speak only as of the date on which they are made and the company does not undertake any obligation to update any forward-looking statement to reflect events or circumstances after the date of this release.