



Singing Machine Company Receives Vendor of Year Award at Toys ‘R’ Us For Second Year In Row

Fort Lauderdale, FL, June 1, 2016 -- **The Singing Machine Company (“Singing Machine” or the “Company”) (OTCQB: SMDM)** the world-wide leading consumer karaoke products company, today announced that for the second year in a row Singing Machine received the Vendor of the Year award at Toys ‘R’ Us®, the world’s leading dedicated toy and baby products retailer. The Toys ‘R’ Us Vendor of the Year Awards distinguish a select group of vendor partners each year based on excellent performance, partnership, and driving sales within the department.

The Toys “R” Us Vendor of the Year award is presented annually to vendors that are important partners in driving both sales and profit in the musical instrument department. Toys ‘R’ Us carries the widest selection of Singing Machine products of any retailer and is widely regarded as a year-round karaoke destination.

“It is an honor to receive the Vendor of the Year Award from Toys ‘R’ Us for two years in a row,” said Bernardo Melo, VP of Sales & Marketing at Singing Machine. “We are incredibly proud to be recognized by Toys ‘R’ Us as a leader in the vendor space. Receiving this award reinforces our mission to be a worldwide brand to create joy through music and to be a music entertainment destination for kids and families.”

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 12,000 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.