

Singing Machine® Announces Launch of “SMC Kids” Toy Line at the Dallas Toy Preview



Singing Machine Announces New Toy Lineup!

Fort Lauderdale, FL – September 21, 2016 – The Singing Machine Company, Inc., (OTCQX: SMDM) North America’s leader in consumer karaoke entertainment systems, announces it is debuting a new line of toy products under the brand “SMC Kids” at the Dallas Fall Toy Preview held from September 27–29, 2016 (Booth: 13-3109).

“SMC Kids” will be an entirely new line of toy products with a central theme of music, entertainment and learning. The Kids Line offers colorful, appealing singalong toys for kids aged 3-9 and will provide fun, affordable, easy-to-use singing products designed to teach children about the joy of singing.

Bernardo Melo, VP of Sales & Marketing, commented, “The SMC Kids line represents a huge area of potential growth for us as a Company. The Kids Line opens up new distribution possibilities to a significant new number of retail customers that we are not already doing business with. It also allows us to cross sell to multiple departments within the retailers where we are already doing business.”

Gary Atkinson, Company CEO commented, “The singalong toy category is currently dominated by licensed products, such as Frozen™ and Doc McStuffins™. The Singing Machine Kids Line will be refreshingly unaffiliated. This allows for broader appeal to all age groups, effectively widening the target demographic. We plan to add value to our retail partner to provide a lasting brand that won’t go out of style at the speed of the latest Disney trend. Our customers can feel confident in purchasing a toy with staying power, a real gift that will deliver joyful, musical memories for years to come.”

The Singing Machine Kids Line will launch with 6 new products for Spring 2017 release and will target suggested retail prices below \$49.

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, 2016. 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.