



Singing Machine® Introduces the “Remix” – The Latest Hi-Def Download Karaoke System



Singing Machine Announces New Addition to Digital Download Line for Fall 2016

Fort Lauderdale, FL – September 14, 2016 – The Singing Machine Company, Inc., (OTCQX: SMDM) North America’s leader in consumer karaoke entertainment systems, announces the release of the Remix – a new opening price point HD download karaoke machine for the Fall 2016. The Remix, available in white or black, joins the digital download line with a suggested retail price of \$79.99 which makes it the newest entry level price point option within the series. As part of the digital download line, the Remix will support all the same features as the rest of the line and include High-Def full motion karaoke video playback, Bluetooth® audio streaming, vocal

recording, and access to the Karaoke Download Store App, hosted by Stingray Karaoke, a Premium Partner of Singing Machine.

The Digital Download Lineup represents an upgraded version of the Company’s Classic Karaoke Series, packed with notable new features that include: ability to play High-Definition karaoke videos, easy access to download from a library of over 12,000+ 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.

Bernardo Melo, VP of Sales & Marketing, commented, “We’re excited to introduce the Remix to the Digital Karaoke Series. At \$79 MSRP, the Remix will be the lowest priced digital download machine in our line, opening up the product to be carried at more retailers. As with the rest of our digital download line, the Remix is integrated with the Digital Download Karaoke Store and compatible with our Singing Machine Mobile Karaoke App. We believe the Remix will direct a considerable number of customers to our various online music platforms.”

The Remix will be available this Fall at the following retail stores nationwide: Target®, Toys ‘R’ Us® and the following e-commerce stores: Amazon®, Best Buy.com®, and Walmart.com® or on www.singingmachine.com.

Key Benefits of the Digital Download Karaoke Series

 DOWNLOAD SERIES			
NEW  Plays MP4 Hi-Definition Karaoke Videos with "à la carte" shopping selection. Buy only the songs you love!	NEW  HDMI output. Full High Definition Karaoke Videos	NEW  Ability to search by: Artist, Song Title, Albums, Genres, and Playlist. Create your own favorites and custom playlists	NEW  Included 8GB USB Singing Machine flash drive loaded with proprietary software for easy karaoke song downloads
 CLASSIC SERIES			
 Music Playback CDs, CD+Gs & MP3+Gs	 RCA output. Resolution 480 x 640 dpi	 Search Not Available	 Flash Drive Not Available

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.