



Singing Machine To Announce 2nd Quarter Earnings Conference Call

Fort Lauderdale, FL, November 9, 2016 -- **The Singing Machine Company, Inc.** (“Singing Machine” or the “Company”) (OTCQX: SMDM) -- the North American leader in consumer karaoke products -- today announced that its earnings for its second quarter ended September 30, 2016 will be released Monday, November 14, 2016. That same day, Management will host a conference call at 10:00 am Eastern time to discuss the financial results.

If you would like to participate on the call, please dial (800) 895-1241 and use conference ID: SMDM.

About The Singing Machine

Singing Machine® is the worldwide leader in consumer karaoke products. The first to provide karaoke systems for home entertainment in the United States, the Company sells its products worldwide 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.