



Singing Machine Announces Distribution Partnership with Alliance Entertainment

Fort Lauderdale, FL, March 9, 2017 – The Singing Machine Company, Inc. (“Singing Machine” or the “Company”) (OTCQX: **SMDM**) – the North American leader in consumer karaoke products – today announced it has signed a new distribution partnership agreement with Alliance Entertainment to distribute Singing Machine and Singing Machine Kids lines of products throughout Alliance’s distribution network of independent retailers, mass market retailers, and specialty toy stores both domestically and internationally.

Alliance Entertainment is the largest wholesale distributor of physical home entertainment audio and video software in the United States and represents almost 50% of all total physical sales of vinyl records in the industry. They are also one of the largest distributors of toys, and consumer electronics to a wide network of over 2,000 international and North American independent retailers and chain stores.

Bernardo Melo, VP of Sales & Marketing, commented, “We are thrilled to be partnering with Alliance Entertainment to help us expand our reach into the toy and electronics industry. Their sales network and unique channels open up a lot of new doors that we don’t currently reach and helps us better serve the independent specialty retailer that we don’t currently serve.”

Tony Moyers, VP of Consumer Products at Alliance Entertainment added “We are very excited to partner with Singing Machine, the nation’s premier consumer Karaoke brand. Singing Machine is a natural fit for Alliance Entertainment’s customer base and we look forward to expanding their presence there. Just as exciting is the opportunity Singing Machine offers us in extending our reach to new customers looking to carry their esteemed line of products.”

About The Singing Machine

Based in the U.S., 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 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 13,000 songs for streaming and download. Singing Machine products are sold through most major retailers in North America and 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.