



How this karaoke company survived the digital darlings and made lots of money

The Singing Machine Co. has jazzed up its line of home karaoke machines by adding colors, lights, screens and other flourishes while keeping pace with advancements in digital technology.

The Singing Machine Co. CEO Gary Atkinson tries out one of the company's home-karaoke machines in their Fort Lauderdale headquarters. The Singing Machine Co. CEO Gary Atkinson and VP of Global Sales & Marketing Bernardo Melo check out their product line in the company's Fort Lauderdale headquarters.

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Read more here:

<http://www.miamiherald.com/news/business/biz-monday/article102333137.html>

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.