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FOR IMMEDIATE RELEASE

Singing Machine Company Announces Most Successful Black Friday in Over a Decade

Fort Lauderdale, FL, December 1, 2014 -- **The Singing Machine Company (“Singing Machine” or the “Company”)** (OTCQB: SMDM) announces biggest Black Friday results in recent history.

Singing Machine products were featured nationally in major ad campaigns over the Black Friday weekend with promotions in over 6,000 brick and mortar retail locations nationwide. The Company announced the early results reported by its retailers were extremely positive with sell-through at retail far surpassing any Black Friday results over the last 10 years. The Company also announced the Thanksgiving weekend was the busiest weekend ever in the Company’s history for e-commerce sales with more and more consumers electing to buy from home.

Bernardo Melo, VP of Sales & Marketing, commented, “Big win for Singing Machine this Thanksgiving weekend. The preliminary results from our retailers look impressive with sales data exceeding previous years. With all of the other choices for toys and musical instruments out there, it was still clear that karaoke and Singing Machine was top of mind for consumers this holiday season. Whether it is inspiring a child to sing or entertainment for family and friends, it’s good to know that Singing Machine brand is still the number one brand for karaoke and music entertainment.” Melo added, “As re-orders come in for this current quarter, we’re anticipating a strong finish to the year.”

About The Singing Machine

Based in the US, Singing Machine® is the North American leader in consumer karaoke products. 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 has over 32 years of history offering quality products that incorporate the latest technology for singing practice, music listening, entertainment and social sharing. The Singing Machine sells its products through major retailers in North America and also internationally. For more information on Singing Machine, visit www.singingmachine.com.

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, 2014. 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.