



## Singing Machine Announces Partnership with Antares Audio Technologies

*Singing Machine and Antares Audio Technologies Partner To Bring World Renowned Auto-Tune™ Pitch Correction Software to Singing Machine Karaoke Products*

**Fort Lauderdale, FL, August 29, 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 technology licensing deal with Antares Audio Technologies (“Antares”), the worldwide leader in vocal pitch correction software, to incorporate its Auto-Tune™ pitch correction software into upcoming Singing Machine karaoke products.

Antares is the premier pitch correction software company in the world. Their widely popular Auto-Tune™ product is recognized as having a dramatic influence on popular music, and their vocal effects are the gold-standard for studio recording artists, engineers, and producers around the world.

The partnership intends to bring Antares’ studio quality vocal pitch correction software and effects to the mass markets through Singing Machine’s new karaoke products. Singing Machine will feature Auto-Tune™ technology in next generation karaoke machines to improve a singer’s vocal performance and keep the singer perfectly in key with the song. The two Companies plan to release additional vocal effects that utilize the Auto-Tune platform.

Gary Atkinson, Singing Machine CEO, commented, “We’re thrilled to be partnering with the talented people at Antares that have the best, most recognized brand for vocal processing technology in the market. We believe all people, regardless of their singing ability, will feel more comfortable to perform karaoke if their voice can be made to sound better. We feel this partnership will open up our karaoke products to a new demographic of users that may have felt uncomfortable to sing in the past.”

Bernardo Melo, VP of Sales and Marketing, commented, “Singing Machine has always been the lead innovator in the home karaoke space. This partnership with Antares will hopefully prove to be a game changer for us and ensures that we stay years ahead of the competition. It has been many years of cultivation, but we’re finally ready to bring the Auto Tune™ technology, mainly used by professional music recording giants, to households across the world through our Singing Machine products. We intend to release our first Singing Machine featuring Auto Tune™ technology in 2018 with the goal to hit a very affordable price point that we hope will show incredible value to our customers.”

“Auto-Tune™ isn’t just for professionals in the recording studio- its a lot of fun for anyone to use,” said Steve Berkley, CEO at Antares. “We’re excited to be partnering with The Singing Machine to bring our vocal enhancement technologies to their karaoke 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](http://www.singingmachine.com) for more details.

**Investor Relations Contact:**

Brendan Hopkins

(407) 645-5295

[investors@singingmachine.com](mailto:investors@singingmachine.com)

[www.singingmachine.com](http://www.singingmachine.com)

[www.singingmachine.com/investors](http://www.singingmachine.com/investors)

**About Antares Audio Technologies**

Antares Audio Technologies is the worldwide leader in the development of unique vocal processing tools and technologies. Having revolutionized vocal production with the ground-breaking Auto-Tune™ pitch correction technology, Antares is committed to providing producers, engineers, sound designers and musicians with powerful, innovative, easy-to-use tools for enhancing and manipulating the human voice. These core technologies can be licensed to enable other companies to offer their unique vocal processing and effects within their products. To learn more about Antares, please visit [www.antarestech.com](http://www.antarestech.com).

**Forward-Looking Statements**

*This press release contains forwardlooking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such forwardlooking 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, 2017. You should review our risk factors in our SEC filings which are incorporated herein by reference. Such forwardlooking statements speak only as of the date on which they are made and the company does not undertake any obligation to update any forwardlooking statement to reflect events or circumstances after the date of this release.*