



Singing Machine Company Receives Vendor of Year Award at Toys ‘R’ Us

FORT LAUDERDALE, Fla., Aug. 25, 2015 (GLOBE NEWSWIRE) -- **The Singing Machine Company (“Singing Machine” or the “Company”)** (OTCQB:SMDM) announced that Singing Machine received the 2014 Vendor of the Year at Toys ‘R’ Us. The Toys ‘R’ Us Vendor of the Year Awards distinguish a select group of vendor partners each year based on certain performance and relationship criteria.

Toys “R” Us awarded Singing Machine with the Vendor of the Year Award for being an important partner in driving both sales and profit in the musical instrument department. In 2014, Singing Machine developed a display at all Toys ‘R’ Us retail locations nationwide to display its product assortment and features which lead to increased sales and brand awareness for the Company. Toys ‘R’ Us carries the widest selection of Singing Machine products of any retailer and is widely regarded as a year-round karaoke destination.

“It is an honor to receive the Vendor of the Year Award from Toys ‘R’ Us,” said Bernardo Melo, VP of Sales & Marketing at Singing Machine. “We look forward to continue to be a valuable partner to Toys ‘R’ Us. We enjoy working with their team and hope to keep Toys ‘R’ Us the nationwide destination for karaoke and a place to launch our new flagship products.”

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 10,000 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.

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, 2015. 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.

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