



## **Singing Machine Engages With Communications Firm, (add)ventures, to Expand National Marketing Campaign**

**Fort Lauderdale, FL, September 17, 2015 -- The Singing Machine Company (“Singing Machine” or the “Company”) (OTCQB: SMDM)** announces it has partnered with (add)ventures, an award-winning, multidisciplinary brand culture and communications firm to expand Singing Machine’s marketing efforts.

The campaign with (add)ventures coincides with the Company introducing a brand refresh that includes a new brand ideal *“To Create Joy Through Music”*, a new logo and tagline, vision identity, and a redesigned website and web-store. The move comes as the Company targets moving beyond home karaoke and into the at-home entertainment market. The new logo and brand ideal promotes a modern portrayal of the Singing Machine that relates well with multiple generations from baby boomers to millennials. All of the new branding assets have been implemented Company-wide, including product packaging, website, and new product initiatives.

The partnership with (add)ventures includes a launch of a series of branding and marketing campaigns to support sales and build awareness of the Singing Machine. Between now and the holidays, the Company will roll out an extensive social media and digital marketing campaign to build awareness of Singing Machine and karaoke as a joyful at-home entertainment option for families and friends. (add)ventures will generate the content and strategy for the national digital media campaign that will drive sales on the online platform as well as support traditional sales channels.

Gary Atkinson, CEO, commented, “We are delighted to be working with (add)ventures to introduce Singing Machine to a whole new generation of singers or families searching for at-home entertainment choices. Through their work with many Fortune 500 brands, we feel confident (add)ventures has the right expertise and insight to help us get heard among the many options that are all competing for home entertainment spending.”

"The Singing Machine is everything we look for in a client partner - great people who are producing great products for good family fun," said Steve Rosa, president and chief creative officer at (add)ventures. "We look forward to growing their brand and supporting their retail channels. Digital will be a large part of the campaign and because the Singing Machine is about bringing people together to have fun, there is no better way to build a brand culture than through social media."

### **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](http://www.singingmachine.com) for more details.

## **About (add)ventures**

[\(add\)ventures](#) is an award-winning, multidisciplinary brand culture and communications firm headquartered in Providence, R.I., with offices in Miami and New York City, and partnerships with firms in Argentina and Estonia. Founded in 1989, (add)ventures combines strategic intelligence and creative genius to inform, inspire, recruit and retain brand stakeholders. The firm works with Fortune 500 companies, industry and innovation leaders, leading universities, major nonprofits, and governments to create unique, multidisciplinary digital brand communications.

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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, 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.*