



## Singing Machine Kids Pedestal Announced as one of Best Toys of 2018 by Parents Magazine

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**Fort Lauderdale, FL** October 30, 2018 - The Singing Machine Company, Inc. ("Singing Machine" or the "Company") (OTCQX:SMDM)- the North American leader in home karaoke consumer products-today announced its new *Kids Pedestal* sing-along karaoke machine was named as one of Best Toys of 2018 by Parents Magazine.

Parents magazine, the most trusted brand and leading voice for millennial moms, revealed the Best Toys of 2018 list for kids of all ages and interests. Earlier this year, 70 kids and their parents were invited to play and test 350 of the newest toys to hit the market. Our toy experts narrowed down their favorites to the top 44 picks for infants to school-age kids. The Singing Machine was amongst those who made the cut, earning a spot on the "Best Big Wows" Toys of 2018.

Gary Atkinson, Singing Machine CEO commented, "We're delighted that our flagship new *Kids Pedestal* was named one of the Best Toys of 2018 by Parents Magazine. Singing Machine is dedicated to creating joyful singing experiences for children and adults and we're honored the toy experts recognized the fun and play factors of our Singing Machine products."

"Our annual list, timed to the holiday season, covers a wide range of playthings and is nearly a year in the making! We go over and over the picks, but ultimately our kid-testers make the final call," said Liz Vaccariello, Editor-in-Chief of Parents. "From educational STEM toys to interactive games to toys that encourage creative play, this year's list has something special for everyone."



The complete list of Best Toys of 2018 is featured in the November issue of Parents magazine and [online](#), where you can access our behind-the-scenes video of testing day.

## The Parents Best Toys of 2018 list, by category include:

### Best Big Wows

- LEGO Jurassic World Indoraptor Rampage at Lockwood Estate; 8+ years, \$130
- Nerf Nitro DoubleClutch Inferno; 5+ years, \$40
- **Singing Machine Kids Pedestal; 4+ years, \$90**
- American Girl RC Sports Car; 8+ years, \$215
- Fisher-Price Think & Learn Rocktopus; 3-6 years, \$60
- Brio World Smart Engine Set With Action Tunnels; 3+ years, \$90
- Our Generation Horse Trailer; 3+ years, \$70 trailer, \$35 horse, \$25 doll
- Hasbro furReal Ricky, the Trick-Lovin Pup; 4+ years, \$130
- Baby Einstein Curiosity Table Activity Station; 12+ months, \$70

### Best of Surprise Toys

- Party Popteenies Double Surprise Popper; 4+ years, \$10
- Hatchimals' Hatchibabies; 5+ years, \$60
- Mega Construx Breakout Beasts; 5+ years, \$10
- Ryan's World Giant Mystery Egg; 3+ years, \$40
- Rainbocorn; 3+ years, \$25

### Best of Pretend Play

- Dynacraft Jurassic World Triceratops 6V Plush Ride-On; 3+ years, \$149
- Shopkins' Happy Places Rainbow Beach Camper Van; 5+ years, \$30
- Haba Tractor Tent; 18+ months, \$90
- Melissa & Doug Fill & Roll Grocery Basket Play Set; 3+ years, \$25

### Best Character Toys

- Disney Baby Go Grippers Vehicles; 12+ months, \$10 for set of two
- Rise of the Teenage Mutant Ninja Turtles Epic Sewer Lair Playset; 4+ years, \$120
- Playskool Let's Dance Elmo; 18 months-4 years, \$40
- Incredimobile Remote Control Vehicle; 3+ years, \$40
- Barbie's Dreamhouse; 3+ years, \$200
- Disney Princess Playdate Rapunzel; 3+ years, \$60
- Iron Man Headquarters Playset; 3-7 years, \$60

### Best of Wearables

- Pomsies; 4+ years, \$15
- Twisty Petz; 4+ years, \$6
- Untamed T-Rex by Fingerlings; 5+ years, \$15

#### Best Robots

- Lakeshore Learning Remote-Control Gear-Bot; 4-10 years, \$50
- Spin Master Boxer; 6+ years, \$80
- Learning Resources Botley the Coding Robot; 5+ years, \$69

#### Best of Early Learners

- Lamaze 4-in-1 Play Gym; Birth+, \$70
- Yookidoo Jet Duck Create a Pirate; 2-6 years, \$28
- Radio Flyer Busy Buggy; 1-3 years; \$35
- Baby Einstein Magic Touch Drums; 6+ months, \$20
- KidO Hudson Glow Rattle; 6+ months, \$25
- Leapfrog Learning Friends 100 Words Book; 18+ months, \$18
- Doona Liki Trike; 10 months-3 years, \$159-259

#### Best of Big-Kid Toys

- Mattel Lil' Gleemerz; 4+ years, \$20
- Air Hogs Supernova; 8+ years, \$40
- Crayola Crayon Melter; 8+ years, \$30
- Craft City Slime Pack; 8+ years, \$13
- LEGO Friendship Box; 6+ years, \$50
- Slick Tricks Level Up bubble set; 5+ years, \$10

#### **About Parents**

The Parents brand, the leading source of busy, millennial moms, reaches nearly 12 million readers monthly through an award-winning magazine and nearly 10 million through its digital platforms. With a 90+ year history of delivering trusted content, Parents provides an empowering voice that helps parents make the best decisions for their families while celebrating the joy of raising healthy, happy children. Parents magazine is published monthly by Meredith Corporation with a rate base of 2.2 million.

## **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)

### **Media Contact:**

Singing Machine

Radelys Comas

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

[www.singingmachine.com](http://www.singingmachine.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, 2018. 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*

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