

Singing Machine Launches Karaoke Products Designed Just for Kids at Toy Fair 2018

The new Kids Karaoke Pedestal and other new Kids Series products help kids develop language skills, build confidence and have fun

NEW YORK CITY - Toy Fair 2018 - February 15, 2018 – [The Singing Machine Company, Inc.](#) (OTCQX: SMDM) – the North American leader in consumer karaoke products – today announced three new additions to its popular [Kids Series](#) line on display at Toy Fair 2018, booth #6865. The Kids Karaoke Pedestal, Groove Mini and the Kid's Keyboard & Microphone are just a few of the key 2018 items that provide children with joy through music while positively impacting key areas of development such as language, brain and body, wellness and confidence. For 15 years, the karaoke pedestal has been Singing Machine's flagship design and for the first time ever, the company is offering a similar product to their younger audience that has many of the same features, but with a color pattern and kid-friendly design built for children.

Singing Machines 2018 product lineup includes the following items:

- **Kids Karaoke Pedestal** (MSRP: \$79.99 Ages 6+) is a karaoke system for the younger generation. Features include Bluetooth audio streaming, record and playback function, six cool voice changer effects, and two microphones with volume control so parents can perform duets with their kids.
- **Groove Mini** (MSRP: \$49.99 Ages 6+) offers everything children need to turn their rooms into a stage. The Groove includes six fun voice changer effects, can create a disco light show, and features MP3 & MP3+G compatibility to share the lyrics on the big screen. A Bluetooth connection enables seamless wireless audio streaming, a mobile device cradle, two microphone jacks with volume control, and one wired microphone.
- **Kid's Keyboard & Microphone** (\$29.99 Ages 4+) lets children practice singing along to eight pre-programmed songs with the individual music sheet. This light and learn keyboard features 8 light-up keys that make it easy to follow and learn songs. There is also a PLAY mode that enables kids to create their own songs. Other features include record and playback function, and a stand-alone adjustable mic stand.

"Music and song can play a powerful role in helping children improve their language development, concentration, memory, visual and listening skills, while building confidence," said Gary Atkinson, CEO, The Singing Machine Company. "The Singing Machine Kids product line provides a true gift to children that delivers a joyful, learning and musical memory experience today and for years to come."

Singing Machine has been the leader in home-karaoke for 35 years and for the first time the company is expanding into the preschool education category as they're introducing the [The Wise Ol' Owl Blackboard calculator](#) (MSRP: \$24.99 Ages 4+). The calculator provides basic math functions such as addition, subtraction, multiplication, and division in three different languages (English, Spanish and French). The newly launched interactive calculator speaks when the buttons are pressed and includes a large LED display for easy viewing.

Singing Machine will also have other Kids Series products on display including the MOOD LED Glowing Bluetooth Sing-Along Speaker (MSRP: \$49.99 Ages 6+), and the MIC GUY Bluetooth

speaker (MSRP: \$29.99 Ages 3+), a portable two-in-one microphone and speaker system that lets kids take the karaoke experience wherever they go.

Management will be available at Toy Fair to take investor meetings by appointment only.

For more information please log on to SingingMachine.com

Social Media:

Twitter Handle: [@singingmachine](https://twitter.com/singingmachine)

Facebook: <https://www.facebook.com/SingingMachine/>

Instagram: <https://www.instagram.com/thesingingmachineco/>

YouTube: <https://www.youtube.com/user/TheSingingMachineCo>

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 online 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 for more details.

Media Relations Contact:

Alessandra Gonzales

Carve Communications for Singing Machine

786-337-3026

alessandra@carvecomms.com

Investor Relations Contact:

Brendan Hopkins

(407) 645-5295

investors@singingmachine.com

www.singingmachine.com

www.singingmachine.com/investors

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, 2017. 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.