



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

SINGING MACHINE AND STINGRAY CELEBRATE 1,000,000th KARAOKE VIDEO DOWNLOAD

Karaoke video consumption reaches new high note

Fort Lauderdale, FL, Montreal, Quebec, April 12th, 2017 -- The Singing Machine Company, Inc. (OTCQX: SMDM) and Stingray Digital Group Inc. (TSX: RAY. A; RAY. B), are celebrating a major milestone today: the download of the 1,000,000th karaoke video from the Karaoke Store.

The Karaoke Store, launched in December 2015, offers customers the world's largest fully licensed catalog of karaoke videos with more than 13,000 videos to choose from, in multiple genres and languages. Customers can choose to download videos in either MP4 or MP3+G video file format, depending on the requirements of their karaoke machine.

The success and reach of the Karaoke Store is a result of the expertise of both Stingray and The Singing Machine. The Singing Machine is the North American leader in consumer karaoke products with the most recognized brand in home karaoke hardware and worldwide distribution.

Stingray, a leader in business-to-business multi-platform music, owns the largest library of licensed karaoke content and has experience in music product development and distribution. Stingray's continued efforts to license and produce new karaoke songs in the style of today's top-charting artists provides consumers with the most popular licensed content available today.

Quotes

"We're pleased to provide karaoke fans a store where they can find the best karaoke videos on the market," said Mathieu Péloquin, Senior Vice-President, Marketing and Communications of Stingray. "We're thrilled to reach the 1,000,000 video mark and look forward to future milestones as the Karaoke Store continues to offer an unparalleled selection of high-quality karaoke videos."

Gary Atkinson, CEO of the Singing Machine Company, remarked, "We're thrilled at the early rate of adoption that our customers are having with our digital download machines and the Karaoke Store. As our fleet of digital download machines continues to grow, we anticipate continued growth and traffic to the Karaoke Store. Consumers are looking for great karaoke to play on their Singing Machines and we're excited to reach the 1,000,000 download benchmark."

Product details:

- The Stingray Karaoke Store features more than 13,000 songs in the style of today's top artists and yesterday's legends, with more songs added weekly.
- The Karaoke Store is offered as a desktop application that can be installed on Microsoft Windows or Apple Macintosh computers that allows songs to be easily transferred from the Store to Singing Machine's new digital download line of karaoke products.
- Singing Machine's new digital download line of karaoke products feature the ability to play High-Definition karaoke videos, and offer customers the ability to search, sort, and create custom playlists.



- The Karaoke Store App is fully compatible with Singing Machine Classic machines that feature MP3+G file format support.

About Stingray

Stingray (TSX: RAY.A; RAY.B) is a leading business-to-business multi-platform music and in-store media solutions provider operating on a global scale, reaching an estimated 400 million pay TV subscribers (or households) in 156 countries. Geared towards individuals and businesses alike, Stingray's products include the following leading digital music and video services: *Stingray Music*, *Stingray Concerts*, *Stingray iConcerts*, *Stingray Brava*, *Stingray DJAZZ*, *Stingray Music Videos*, *Stingray Lite TV*, *Stingray Ambiance*, *Stingray Karaoke*, *Festival 4K*, and *Classica*. Stingray also offers various business solutions, including music and digital display-based solutions, through its Stingray Business division. Stingray is headquartered in Montreal and currently has close to 350 employees worldwide, including in the United States, the United Kingdom, the Netherlands, France, Israel, Australia, South Korea, and Singapore. Stingray was recognized in 2013 and 2014 as a finalist in the Top 50 of Deloitte's Technology Fast 50TM list, and figures amongst PROFIT magazine's fastest-growing Canadian companies. In 2016, Stingray was awarded best IR for an IPO at the IR Magazine Awards – Canada. For more information, please visit www.stingray.com

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 through its partnership with Stingray, access to almost 13,000 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.

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Forward-Looking Statements

This news release contains “forward-looking information” within the meaning of applicable Canadian securities legislation. Such forward-looking information includes information with respect to Stingray’s goals, beliefs, plans, expectations, anticipations, estimates and intentions. Forward-looking information is identified by the use of terms and phrases such as “may”, “would”, “should”, “could”, “expect”, “intend”, “estimate”, “anticipate”, “plan”, “foresee”, “believe”, and “continue”, or the negative of these terms and similar terminology, including references to assumptions. Please note, however, that not all forward-looking information contains these terms and phrases. Forward-looking information is based upon a number of assumptions and is subject to a number of risks and uncertainties, many of which are beyond Stingray’s control. These risks and uncertainties could cause actual results to differ materially from those that are disclosed in or implied by such forward-looking information. These risks and uncertainties include, but are not limited to, the risk factors identified in Stingray’s Annual Information Form (AIF) dated June 16, 2016, which is available on SEDAR at www.sedar.com. Consequently, all of the forward-looking information contained herein is qualified by the foregoing cautionary statements, and there can be no guarantee that the results or developments that Stingray anticipates will be realized or, even if substantially realized, that they will have the expected consequences or effects on Stingray’s business, financial condition or results of operation. Unless otherwise noted or the context otherwise indicates, the forward-looking information contained herein is provided as of the date hereof, and Stingray does not undertake to update or amend such forward-looking information whether as a result of new information, future events or otherwise, except as may be required by applicable law.