

**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

## **Just in Time for the Holidays: Stingray and Singing Machine Unwrap New Karaoke App for Android Phones and Tablets**

Montreal, Quebec, Fort Lauderdale, FL, December 13, 2017 – Stingray (TSX: RAY. A; RAY. B), a leading business-to-business multiplatform music services provider, and The Singing Machine Company, Inc. (OTCQX: SMDM), the North American leader in consumer karaoke products and most recognized brand in home karaoke hardware, today introduced Singing Machine Mobile Karaoke, a mobile app for Android phones and tablets, compatible with Singing Machine products with Bluetooth®.

Combined with Stingray's vast library of licensed karaoke songs and Singing Machine's karaoke systems with Bluetooth®, the new mobile app brings the fun of singing anywhere and anytime to millions of karaoke fans who own Android phones and tablets, and Singing Machines.

Whether solo or with friends and family, singers will enjoy the ultimate karaoke experience with this new mobile app. The app features beautiful graphic design elements and provides an easy-to-use karaoke service. By activating Bluetooth® on an Android device and pairing it with any Bluetooth® compatible Singing Machine, the karaoke app offers a richer, more amplified sound.

The Singing Machine Mobile Karaoke app, in partnership with Stingray Karaoke, is free to **download** from the **Google Play app store** and offers complimentary songs. The entire song catalog is accessible with an in-app subscription of either US\$9.99 for 48 hours or US\$14.99 for a monthly auto-renewing subscription.

### **Product Highlights**

- More than 13,000\* songs from today and decades past in a number of languages and genres including pop, rock, R&B/hip-hop, Disney, country, Latin, and more
- Songs in the style of today's top-charting artists such as Shawn Mendes, One Direction, Taylor Swift, Justin Bieber, Adele, and more
- Songs in the style of yesterday's legends including Elvis, The Beatles, Bon Jovi, Queen, and more
- Browse most popular songs, recent additions, and song charts or search by title, artist or lyrics
- Selection of pre-made party mixes in a variety of themes including "Party Time", "Karaoke #Hits", "Disco Party", "Christmas is for Kids", and more to start singing karaoke quickly
- Queue up to 100 songs to keep the party going
- Sing along to songs with or without lead vocal (when available)
- High-quality karaoke videos streamed over your mobile network or Wi-Fi to your Android device. Switch to lyrics on black to save on bandwidth costs.
- Songs added regularly

### **Quotes**

"Who doesn't love to sing karaoke? It's the perfect entertainment during the Holidays or anytime of the year," said **Mathieu Pélouquin, Senior Vice-President, Marketing and Communications of Stingray**. "We're thrilled to bring karaoke to the large Android market as we continue our partnership with Singing Machine. Our continued efforts to license new karaoke songs in the style of today's top-charting artists and yesterday's unforgettable legends is guaranteed to provide consumers of all ages with hours of fun."

“We’re excited to offer an Android-based karaoke service to our Singing Machine customers.” said **Gary Atkinson, CEO of the Singing Machine Company**. “Now more customers than ever have access to the best karaoke library available through our partnership with Stingray. As the majority of our products come with Bluetooth®, extending our reach to Android owners will result in more hours of singing.”

To download press images: <https://brandfolder.com/latest-news/new-karaoke-app-for-android>

\*Number of songs varies by territory.

### **About Stingray**

Stingray (TSX: RAY.A; RAY.B) is the world-leading provider of multiplatform music services and digital experiences for pay TV operators, commercial establishments, OTT providers, mobile operators, and more. Stingray’s services include audio television channels, premium television channels, 4K UHD television channels, karaoke products, digital signage, in-store music, music apps, and more. Geared towards individuals and businesses alike, Stingray reaches 400 million subscribers (or users) in 156 countries and its mobile apps have been downloaded over 90 million times. Stingray is headquartered in Montreal and currently has close to 350 employees worldwide. For more information:

[www.stingray.com](http://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 more than 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](http://www.singingmachine.com) for more details.

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