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FOR IMMEDIATE RELEASE

Singing Machine® Announces Home™ 2.0, the Next Generation Bluetooth Speaker that Turns into a Karaoke Entertainment System

Preorder Today for Christmas Delivery

Fort Lauderdale, Fla. – December 2, 2014 – The Singing Machine Company, Inc., (SMDM) North America's leader in consumer karaoke entertainment systems, announces Home™ 2.0, an upgraded version of their popular Bluetooth speaker that turns into a karaoke entertainment system. It's the perfect way to create joy through music this holiday season with hours of entertainment for friends, families and coworkers. The Home 2.0 has improved Wi-Fi performance, enhanced sound quality, and extended battery life for the mic-remote. The Home 2.0 is \$299 and available for pre-sale now at SingingMachine.com for Christmas delivery. Home 2.0 will also be available for purchase on Walmart.com and Amazon.com later this month.

Home 2.0 delivers room-filling sound as a Bluetooth speaker by day, and endless entertainment as a karaoke entertainment system by night. When the mood is right, Home 2.0 turns into an on-demand, Wi-Fi-enabled karaoke machine. It plugs into your TV via HDMI and connects to the cloud wirelessly. With one click, you have instant access to Singing Machine Play™, a platform that streams more than 8,000 HD karaoke music videos. Singing Machine Home 2.0 comes with a wireless hybrid Mic-Remote that makes it easy to navigate the Play platform on your TV. Users can also create their play queue online at home.singingmachine.com. Home 2.0 rethinks the traditional karaoke machine design by adding Bluetooth speaker functionality and featuring a sleek design that earns its place as a centerpiece in your home.

Soulful Audio

Designed with carefully engineered acoustics, Singing Machine Home 2.0 is packed with 2.1 omnidirectional sound, two tweeters and a pumping subwoofer for a full range of superior high and low notes. Home 2.0 easily fills any room with sound and makes sharing your music simple. It connects to any Bluetooth-enabled device to play your music whether you stream holiday music from Pandora or Spotify, or have your own curated collection of songs. Plus with a range up to 33 feet, you can roam the room with your smartphone, tablet or MP3 player, and play DJ without needing to walk back to the speaker to control your music. The speaker's minimalistic yet distinctive design includes a reflective bottom cabinet that mirrors its surroundings, making it fit perfectly into any interior.

Mega Karaoke Library

When it's time to turn up the fun, Home 2.0 is ready. Plugged into your TV, Home connects to Singing Machine Play via Wi-Fi and transforms into a searchable vault of your favorite karaoke videos. Powered by The KARAOKE Channel (owned by the Stingray Digital Media Group), Play offers one of the largest, licensed, libraries of HD karaoke videos in the world with more than 8,000 videos hosted in the cloud. Three subscription levels provide convenient, affordable options to meet your streaming needs whether you want access for an impromptu party or your weekly karaoke night. A free trial lets you try before subscribing. Party Pass (48 Hours) \$5, Monthly Pass (1 month) \$15, and Annual Pass (1 year) \$75.



Intelligent Wireless Mic-Remote

Singing Machine Home 2.0 comes with a wireless microphone that works double-time as a remote to browse or search Play's karaoke library by artist, song, decade or popularity. The smart mic has auto mute and unmute functionality, and allows you to select songs in advance to queue up a video playlist. You can also select your own avatar to see who is up next. Home 2.0 will play from day to night without interruption; no music management required. When the party is over, Home 2.0 stays put, and is your powerful Bluetooth speaker again.

System Requirements

Singing Machine Home 2.0 streams video through the Internet. Usage fees from your internet provider may apply. A minimum of 5.0 Mbps Internet download speed is recommended for HD quality Karaoke video streaming. Consult your ISP for information on bandwidth.

About Singing Machine

Singing Machine is the North American leader in consumer karaoke products. We offer the 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 has a long history of offering quality products with the latest technology. We continue to redefine the home entertainment space. The Singing Machine sells its products through major retailers in North America and offers the industry's best warranty program. For more information on Singing Machine, visit www.singingmachine.com.

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About The Singing Machine

Based in the US, Singing Machine® is the North American leader in consumer karaoke products. 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 has over 32 years of history offering quality products that incorporate the latest technology for singing practice, music listening, entertainment and social

sharing. The Singing Machine sells its products through major retailers in North America and also internationally. For more information on Singing Machine, visit www.singingmachine.com.

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, 2014. 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.