



Toy Industry Veteran Joe Kling to Join Singing Machine Board of Directors

Fort Lauderdale, FL, May 9, 2017 – **The Singing Machine Company, Inc.** (“Singing Machine” or the “Company”) (OTCQX: **SMDM**) – the North American leader in consumer karaoke products – today announced toy industry veteran Joseph Kling has joined the Company’s Board of Directors.

Kling has spent his entire career in the toy industry, most notably serving as CEO of View-Master, the iconic stereoscopic toy company, which later purchased Ideal Toy from CBS and later became View-Master Ideal, publicly traded on the Nasdaq. View-Master Ideal later acquired California Plush Toys and the entire group was later acquired by Tyco Toys in 1989. Kling later went into private M&A consulting and sat on the board of Russ Berrie & Co (NYSE) (currently known as Kids Brands, Inc. (NYSE: KID) for 21 years advising on the acquisition of several toy companies. Mr. Kling has also served on the Board of Crown Crafts, (Nasdaq: CRWS) a large distributor of infant, toddler, and juvenile consumer products and on the board of Lancit Media Entertainment, a children’s and family media production company (formerly listed on the Nasdaq). Notably, Mr. Kling has been involved in many major toy company acquisitions of brands such as Melissa & Doug and Brio.

Gary Atkinson, Singing Machine CEO, commented, “We’re thrilled to have Joe join our Board and I’m excited at the opportunity to work with a toy industry legend. Joe has been an icon in the toy industry for most of his life and will certainly bring a tremendous amount of experience and knowledge to our Board. As Singing Machine continues to grow and expand our karaoke and toy offerings world-wide, we could not think of a better asset to improve our Board.”

Joe Kling commented, “I am very excited to join the board of Singing Machine, the nation’s premier consumer Karaoke brand. I look forward to working with company leadership to help expand the reach of their industry leading product line.

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 for more details.

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, 2016. 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.