



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

STINGRAY DIGITAL GROUP ANNOUNCES STRATEGIC RELATIONSHIP WITH MULTI CHANNELS ASIA

Montreal, November 12th, 2016 – Stingray Digital Group Inc. (TSX: RAY. A; RAY. B), a leading business-to-business multiplatform music provider, today announced that it has entered into a strategic relationship with Multi Channels Asia (MCA), a Singapore-based media company, which owns, represents and distributes a number of thematic Pay-TV networks serving Asia and the Pacific. Under the terms of the agreement, Stingray will provide MCA with growth capital over a multi-year term and in exchange obtain an expanded foothold in the Asian region.

“We are proud to partner with Multi Channels Asia,” said Eric Boyko, President, co-founder and CEO of Stingray. “We have had the pleasure of working with them over the past year and the experience has confirmed that MCA is at the top of its field with a comprehensive product portfolio and expert knowledge of regional and local television ecosystems. We believe that MCA is a perfect fit for our expansion plans in Asia. This alliance opens up exciting opportunities for Stingray to rapidly reach new markets.”

Gregg Creevey, Managing Director, Multi Channels Asia said, “We are delighted to partner with Stingray Digital. They are a great partner for us since their exciting digital music portfolio has massive appeal and complements our existing line-up of channels and digital properties. Thanks to the terrific technology underpinning their products, their relationships within the industry and their digital know-how, we are looking to quickly expand MCA’s digital-first initiatives region-wide.”

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 135 million Pay-TV subscribers (or households) in 127 countries. Geared towards individuals and businesses alike, Stingray’s products include the following leading digital music and video services: Stingray Music, Stingray Concerts, Stingray Brava, Stingray Djazz, Stingray Music Videos, Stingray Lite TV, Stingray Ambiance and Stingray Karaoke. 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 over 235 employees across the world, including in Toronto, Miami, London, Amsterdam and Tel Aviv. Stingray was recognized in 2013 and 2014 as a finalist in the Top 50 of Deloitte’s Technology Fast 50™ list, and figures amongst PROFIT magazine’s fastest-growing Canadian companies. For more information, please visit www.stingray.com.

About Multi Channels Asia

Multi Channels Asia (MCA) is a Singapore-based media company, which owns, represents and distributes a number of thematic Pay TV networks serving Asia and the Pacific. Founded in 2007, MCA is Asia-Pacific's leading distributor of independent channels, and operates three business divisions, TV channel investment and development, TV channel distribution and project based consultancies. MCA operates Outdoor Channel (Asia) and Havoc 247 (Asia) both under license and distributes Bloomberg Television, Stingray Concerts, Stingray Music and Stingray Karaoke, Love Nature, Motorvision, and NDTV Networks among others. For more information about Multi Channels Asia: <http://www.multichannelsasia.com/>

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