



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

STINGRAY ANNOUNCES THE APPOINTMENT OF TOM PENTEFOUNTAS AS SENIOR VICE-PRESIDENT SALES, EMEA AND ASIA

Montreal, November 23, 2015 – Stingray Digital Group Inc., (TSX: RAY.A; RAY.B), a leading business-to-business multi-platform music and in-store media solutions provider, today announced the appointment of Tom Pentefountas as Senior Vice-President Sales, EMEA (Europe, the Middle East and Africa) and Asia. Mr. Pentefountas brings to Stingray a wide-ranging global experience in broadcasting, having most recently held the position of Vice-Chairman, Broadcasting of the Canadian Radio-television and Telecommunications Commission (CRTC). He will join Stingray on November 30, 2015 and will work from its London office.

In his new position, Mr. Pentefountas will oversee international sales development and will forge relationships with sales agents and TV operators in Europe, the Middle East, Africa and Asia. His in-depth understanding of the broadcasting industry, his business and legal acumen as well as his passions for international travel and culture will be great additions to Stingray's management team and will support the company's global growth initiatives.

"We are thrilled to welcome Tom as part of Stingray's management team as he brings extensive experience and expertise in the media and entertainment industry," said Eric Boyko, President, Co-founder and CEO of Stingray. "His reputation and exceptional track record are second to none and will play a crucial role in our drive for global expansion. His leadership style, strategic vision and ability to understand the ever evolving complexity of the television industry worldwide will make him a great addition to our team."

"This is an exciting time to be joining Stingray," declared Tom Pentefountas. "Stingray is uniquely positioned for international growth thanks to its partnerships with some of the biggest players in the industry, an impressive range of products and innovative technologies. I look forward to working closely with Stingray's European employees and executives in the development of strategies that build on these strengths."



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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 50TM list, and figures amongst PROFIT magazine's fastest-growing Canadian companies. For more information, please visit www.stingray.com.

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For more detailed information, please contact:

Mathieu Pélouquin
Senior Vice President, Marketing and Communications
Stingray
514-664-1244, ext. 2362
mpeloquin@stingray.com