



Smokin' Buds™2 Wireless Earbud And Uproar™ Wireless Headphone Join Hesh 2™ Wireless Headphone To Expand Skullcandy's Wireless Family

PARK CITY, Utah, Oct. 14, 2015 - Skullcandy, Inc., (NASDAQ: SKUL) the original performance and lifestyle audio brand, is set to change consumer expectations of wireless audio style and fit with its latest innovative additions: Smokin' Buds™2 Wireless earbud and Uproar™ Wireless headphone available this fall nationwide. The Smokin' Buds 2 Wireless and Uproar Wireless join previously launched Hesh 2™ Wireless to complete Skullcandy's wireless assortment.

"As headphones have become part of the uniform of youth and our consumers every day gear, our approach to the wireless category as a whole has been to solve the problems of all day wearability and performance without sacrificing aesthetics," said Sam Paschel, Skullcandy Chief Commercial Officer. "We started with three products that would provide great style, comfort, and audio quality through Skullcandy Supreme Sound - and then took them a step further by adding wireless Bluetooth functionality."

The Smokin' Buds 2 Wireless are the most comfortable and convenient wireless earbuds on the market. Unlike other bulky and unflattering wireless earbud options, the Smokin' Buds 2 sets a new bar for performance and aesthetics by featuring a lightweight, low-profile and flexible around-the-neck collar that can be adjusted or removed entirely. The modular collar and ultra-low profile Bluetooth® module create a variety of wear and use options for the consumer without compromising style. Bluetooth® functionality allows the user to take their playlist wherever they go, and the 6-hour battery life keeps their music going non-stop. Also featuring Skullcandy's Off-Axis™ tech, these buds provide a comfortable fit and noise-isolating seal for extra long listening sessions. Finally, the On Board™ Mic/Remote allows users to take or make calls, adjust volume, and change tracks on their device directly from the conveniently located remote.

Following the approach on the Smokin Buds 2 of setting a new bar for comfort, performance and aesthetics, Uproar™ Wireless stands apart from the rest of the category with lightweight design and ultra-comfortable fit. The Bluetooth functionality and 10-hour battery life keep music playing non-stop, while the plush synthetic leather ear pillows and an extra padded headband are perfect for all-day wear. Uproar Wireless also features the On Board built-in microphone and remote, so users can take calls and manage their music on their device directly from the right ear cup. For these reasons and more, Uproar Wireless headphones are perfect for any listener or any budget.

Hesh 2 Wireless completes the Skullcandy wireless family as the Bluetooth version of the iconic Hesh 2 headphone - a plush, synthetic leather over ear cushion style, with an ultra durable headband. The On Board microphone and remote allows the user to take calls, adjust volume

and control their music wirelessly. Huge 50mm drivers also make this one of the most powerful wireless headphones available. Powerful sound, solid comfortable design, and 15-hour battery life allow for hours of premium listening comfort Hesh 2™ Wireless.

At \$59.99, the Smokin' Buds 2 Wireless earbud offers a low-profile and flexible wireless earbud solution with removable around-the-neck collar. At \$49.99, the Uproar Wireless is an accessible, lightweight, and low-profile wireless option for any consumer, and Hesh 2 Wireless, at \$99.99, provides excellent battery life and lasting comfort without sacrificing powerful sound. Skullcandy's lifestyle wireless products are part of one of the largest wireless assortments on the market that also include sport earbuds and portable speakers.

All are now available at select retailers nationwide. For more information visit: <http://www.skullcandy.com/shop/wireless/>.

About Skullcandy, Inc.

Skullcandy is the original lifestyle and performance audio brand inspired by the creativity and irreverence of youth culture. Skullcandy designs, markets and distributes audio and gaming headphones and other accessory related products under the Skullcandy, Astro Gaming and 2XL brands. Skullcandy was launched in 2003 and quickly became one of the world's most distinct audio brands by bringing unique technology, color, character and performance to an otherwise monochromatic space; helping to revolutionize the audio arena by introducing headphones, earbuds and other audio and wireless lifestyle products that possess unmistakable style and exceptional performance. The Company's products are sold and distributed through a variety of channels in the U.S. and approximately 80 countries worldwide, including the company's website at www.skullcandy.com.

CONTACT: Claudia Garcia // AZIONE // Claudia@azionepr.com // 973-896-7272