



Skullcandy® Partners with Rock My World, Inc. to Build on Human Potential Labs Program

PARK CITY, Utah, August. 18, 2016 -- Skullcandy, Inc. (NASDAQ:SKUL), the original performance and lifestyle audio brand founded at the intersection of music, sports, technology, and creative culture, is excited to announce their partnership with Rock My World, Inc. Their first service, RockMyRun, works with the world's best DJs to curate playlists that react to physiological feedback. With this partnership, Skullcandy's Human Potential Labs continues its mission to deepen the understanding of how to improve performance through music.

Rock My World is a digital health and fitness company that increases performance and enjoyment by using real-time data from your body to intelligently adapt content as you move. They utilize human and algorithmic curation to focus on specific activities and tailor experiences fine-tuned to meet the needs of each user. In partnership with Skullcandy Human Potential Labs, the companies will draw on their expertise to help athletes improve performance.

"Skullcandy's Human Potential Lab is expanding the way we think about performance in exciting ways," said Rock My World CEO and Founder, Adam Riggs-Zeigen. "We're enthusiastic to partner with a company that is transforming the way athletes of all levels consume and respond to media."

"Rock My World will be instrumental in furthering our mission to learn what potential exists at the intersection of music and sport," said Emily Cook, Human Potential Program Manager. "After hundreds of hours testing various mixes of music with athletes of different skill levels and experience, the Rock My World teams are truly at the cutting edge of selecting the perfect mixes for our athletes."

Skullcandy and Rock My World will analyze which songs and musical elements are resulting in increased performance. The two will pair up to create individualized playlists for Skullcandy athletes, as well as learn more in the health and fitness space from each other. The learnings derived from Rock My World will be used long term in Skullcandy's Human Potential Labs research initiatives.

For more information on Skullcandy Human Potential Labs visit:

<https://www.skullcandy.com/company-pages/human-potential-labs/human-potential-labs.html>.

About Skullcandy®

Founded at the intersection of music, sports, technology, and creative culture, Skullcandy® creates world-class audio and gaming products for the risk takers, innovators, and pioneers

who inspire us all to live life at full volume. From new innovations in the science of sound and human potential, to collaborations with up-and-coming musicians and athletes, Skullcandy lives by its mission to inspire life at full volume through forward-thinking technologies and ideas, and leading-edge design and materialization. Skullcandy designs, markets, and distributes audio and gaming headphones and other accessory-related products under the Skullcandy and 2XL® brands. The Company's products are sold and distributed through a variety of channels around the world from its global locations in Park City, London, Tokyo, Zurich and Mexico City, as well as through partners in some of the most important cultural and sports hubs in the world. The Company's website can be found at <http://www.skullcandy.com>.

About Skullcandy Human Potential Labs

At Skullcandy Human Potential Labs, three-time Olympian Emily Cook leads a team of in-house athletes, engineers, industrial engineers, PhDs and former U.S. Olympic trainers and physiologists working to inspire innovations and combine ideas from a variety of competencies. It's mission is also pursued in collaboration with a cross-disciplinary advisory committee and research partners - experts in sports, medical, military and creative fields.

About Rock My World

Rock My World is a smart media company founded to provide the right content at the right time through the use of biometric data. Their media optimization platform improves health, fitness, and wellness outcomes by delivering content that reacts and adjusts to performance data in real time.

Their first app, RockMyRun, combines licensed, expertly curated content with patented technology and data from smartphones and wearable devices, in a way that is proven to increase intrinsic motivation by up to 35% over standard playlists.

Additionally, Rock My World licenses SDK's for both iOS and Android to other app developers and fitness equipment manufacturers, enabling them to utilize the company's innovative media delivery within their services. More information about Rock My World is available at RockMyWorldMedia.com and more about RockMyRun at RockMyRun.com

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