



Skullcandy Partners With MINKPINK To Launch Limited Edition Of Custom Women's Knockout Headphones

PARK CITY, Utah, Nov. 19, 2015 - Skullcandy, Inc., (NASDAQ: SKUL) the original performance lifestyle audio brand is thrilled to announce its partnership with iconic Australian fashion brand MINKPINK. To kick off the collaboration, Skullcandy and MINKPINK created a limited edition headphone. Popping with fresh style that only MINKPINK can pull off and fit just for women, theSkullcandy x MINKPINK Knockout has been added for a limited time to the Skullcandy Women's collection.

Straight from the drawing boards of MINKPINK—from the plush bright pink ear cushions, and chevron striped headband to the striking floral printed ear caps, the Skullcandy x MINKPINK Knockout is dripping with over-the-top personality and ready to stand out in any situation. It comes dressed with a matching headphone-carrying bag and packaging also designed by MINKPINK. To compliment the bold styling, the audio profile brings clean, deep bass combined with natural vocals and precision highs tuned just for women.

The Skullcandy woman consumer doesn't believe in settling, and was born to break barriers. She lifts and inspires those around her to be risk-takers, and most of all, she stays true to herself while following her dreams. As an all female owned brand, MINKPINK champions the fun, ambitious girl who won't shy away from what she wants. This collaboration truly speaks to the Skullcandy Women's campaign, by empowering and encouraging girls to break from the herd.

"Our shared vision is what brought us together. We created the Skullcandy Women's campaign with the goal of inspiring girls to embrace their uniqueness, weirdness and strengths, rather than letting society define them. MINKPINK has always been a part of the inspiration for us, and to partner with them has allowed us to make a statement and this headphone embodies that," explainsShaunna Keller, Digital Manager at Skullcandy.

The Skullcandy x MINKPINK Knockout Headphone launches in the U.S. on November 19, 2015 and is available on<http://www.Skullcandy.com/shop/minkpink/> in limited quantities for \$99.99. This limited edition headphone will also be sold at select retailers such as:

- <http://www.MINKPINKWORLD.com>
- <http://www.revolveclothing.com>
- <http://www.nylon.com/shop>

Follow the excitement surrounding the Skullcandy x MINKPINK collaboration on Instagram: @skullcandywomen.

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 <http://www.skullcandy.com>.

ABOUT MINKPINK

The story begins in early 2005 when MINKPINK hit the Australian fashion scene. Determined to offer the market something new and different, the team takes influence and inspiration from high-end designers, current trends, street styling and vintage pieces, working hard to produce fresh and flattering garments full of signature MINKPINK personality.

The entire team bubbles over with enthusiasm, ideas and a passion to create garments that are fun, fashionable, affordable and well, just plain fabulous! Each piece is designed with the everyday fashionista in mind - aiming to be fit, friendly and work back with an existing wardrobe to create individual style.

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