



Skullcandy Names Jason Hodell as Chief Executive Officer

PARK CITY, Utah, October 10, 2016 - - Skullcandy, Inc. announced that its Board of Directors has appointed Jason Hodell as Chief Executive Officer effective immediately.

Hoby Darling, Skullcandy's outgoing President and Chief Executive Officer commented, "I can't be more pleased that Jason will be the next leader of the Skullcandy and Astro Gaming brands. Jason's years of service as Skullcandy's Chief Financial Officer and Chief Operating Officer, his excitement for the brands and his motivation make him the best choice to continue the leadership of the company as it begins its next chapter."

Jason Hodell stated "I cannot be more honored about the opportunity to lead Skullcandy. We have two strong, market- dominant brands, and I am confident we will continue to excite our customers with our products. I speak for the whole Skullcandy family as we thank Hobo Darling for his mentorship, dedication and motivation in leading Skullcandy to this point. His contributions led to the turnaround of Skullcandy, years of solid growth and a terrific company culture."

Skullcandy was acquired by an affiliate of Mill Road Capital Management LLC in a merger that closed on October 3, 2016.

Thomas Lynch, Mill Road's Founder, commented, "I am delighted that Jason Hodell has accepted the job of CEO of Skullcandy and have full confidence that he will be an outstanding leader and will further develop the Skullcandy family of brands into one of America's leading branded lifestyle companies."

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, Tokyo, Zurich, Vancouver 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>.

CONTACT: CLAUDIA GARCIA // AZIONE // Claudia@azionepr.com // 646- 490- 2945