



Skullcandy® Human Potential Lab Partners with Athletigen and Athletic Republic
Experts in Science, Hardware and Athlete Training to Help Millions of Athletes Realize Their Full Potential Through Collaborative Human Performance Platform

PARK CITY, Utah, June 16, 2016 -- Skullcandy, Inc. (NASDAQ:SKUL) today announced partnerships with Athletigen Technologies, leader in athlete genomics and Athletic Republic, the premier destination for individualized performance training. Skullcandy® joins the mission to enable discovery of how genetics influences athlete performance with Athletigen, and with Athletic Republic, combines music with performance training programs. Both partnerships accelerate Skullcandy Human Potential Lab's mission to unlock human potential through music.

"Optimizing athletic performance requires attention to many details including the relationship between them," said Emily Cook, Skullcandy Sport and Human Potential Manager. "Skullcandy is dedicated to uncovering insights that lie at the intersection of music, psychology, and physiology. By partnering with Athletigen and Athletic Republic, we will all be able to understand a more complete picture of an athlete and how to help them reach their highest potential."

Athletigen's mission is to deliver personalized genetic information to all athletes and accelerate discovery to improve the lives of all humans. Athletigen's platform analyzes an athlete's DNA for genetic markers related to power, endurance, metabolism, and injury protection, as well as nutrition and sports psychology. Athletigen and Skullcandy will converge existing genomic data and Skullcandy's music research to understand how these intersect within athletic performance.

"We are pleased to partner with Skullcandy's Human Potential Lab because we believe that highly-skilled interdisciplinary teams will help Athletigen realize its longstanding vision to accelerate innovation in human performance and precision health," says Athletigen CEO Dr. Jeremy Koenig. "Working with Skullcandy and Athletic Republic allows us to explore the interface between an athlete's DNA and environmental factors, both of which are crucial for optimal performance and safety."

Athletic Republic has trained over one million athletes in their 120 training centers across the country. In partnership with Skullcandy, the companies are leveraging their expertise and network to help athletes optimize training through a new public program, the Summer of Speed and Sound. Applying learnings from Skullcandy's recent completion of studies on how music affects athletic performance, the partnership aims to use music for increased training output.

"Athletic Republic's 'one size fits one' approach individualizes training programs based on an athlete's physical development, assessment of strengths and improvement areas, and

competition schedule,” explains Charlie Graves, CEO of Athletic Republic. “Collaborating with Skullcandy and Athletigen means our trainers will be able to improve training efficiency by incorporating the most accurate personalized performance data into training programs.”

For more information on Skullcandy Human Potential Labs visit

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

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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, Mexico City, and Shanghai, 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 Athletic Republic

Athletic Republic is the industry leader in performance sports training with over 120 training centers and more than 500 performance trainers providing programs appropriate for athletes of all ages. Athletic Republic's TEST-TEACH-TRAIN philosophy, science based approach, proprietary technology and advanced sports specific training protocols give athletes a competitive advantage by improving their speed, power and agility. To learn more www.athleticrepublic.com.

About Athletigen

Athletigen Technologies Inc. is transforming the future for how athletes train. The Company's interpretive bioinformatics algorithm provides a sports-based DNA analysis to consumers. Athletigen's easy-to-use, actionable dashboard identifies how a person's genetics specifically affects their athleticism, nutrition and sports psychology, and creates a personalized blueprint for precision performance. Athletigen's platform is built on an extensive database of genetic indicators that has been built over nearly two-decades of sports genetics research. To learn more visit www.athletigen.com.

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