



## **Skullcandy® Unveils New Wireless Product Innovations at 2016 International CES Including the Introduction of Virtual Reality Audio**

PARK CITY, UT—January 6, 2016—Skullcandy, Inc. (NASDAQ: SKUL), the original performance lifestyle audio brand, unveiled several collections of wireless products during the 2016 International Consumer Electronics Show (CES) in Las Vegas. The innovative new 2016 products are for consumers who inspire life at full volume, from multimedia enthusiasts to outdoor adventurers alike, and round out one of the most complete wireless assortments in the market.

### **CRUSHER® FAMILY: IMMERSIVE AUDIO FOR TRANSFORMING YOUR MEDIA INTO REALITY**

Skullcandy is excited to introduce the expansion of the Crusher® line to include two new styles: Crusher VRA™, Skullcandy's most premium product to date that delivers a pinnacle virtual reality audio experience, and Crusher Wireless, an improved Crusher experience with Bluetooth® functionality. Crusher VRA utilizes proprietary Immersion35 Tech to engage directional bass at 35hz, delivering unprecedented immersion through audio.

"Inspired by the hundreds of thousands of consumers who use the Crusher product for multimedia, we developed Crusher VRA to exceed expectations for what portable audio can feel like. The shift in the way we consume media to anytime-anywhere streaming has created a need for meaningful audio experiences that can enhance visual and audio elements of our media," said Sam Paschel, Skullcandy Chief Commercial Officer. "It's the pinnacle representation of the Crusher experience, and demonstrates how our expertise in audio, manufacturing, and design can not only enable you to hear great audio, but also feel it for a remarkably rich experience."

Both new wireless Crusher products come loaded with a suite of features for a premium, immersive experience: the brand's renowned haptic bass response with adjustable bass controls, noise isolating fit, elevated audio quality, built-in microphone, track controls, a minimum 10-hour battery life enabled by an auto on/off smart circuit, and an upgrade in aesthetics, including memory foam cushions and travel-friendly collapsible design. Crusher VRA will be available for \$299.99 and Crusher Wireless will be available for \$149.99 this holiday.

### **GRIND™ AND INK'D® WIRELESS: STYLE, COMFORT, AND FUNCTION FOR ALL-DAY WEARABILITY**

Skullcandy's new quiver of wireless headphones and earbuds has added Bluetooth functionality to some of the brand's best-selling, most comfortable and heralded products.

The critically renowned Grind headphone will be updated with Bluetooth functionality, taking Grind's over-delivery on sound quality to a wireless model. Grind™ Wireless features sleek design that includes plush on-ear pillows and a lightweight durable metal headband, as well as 12-hour battery life for all day

wearability. The left ear cup cleverly integrates microphone, call, track, and volume controls. Grind Wireless will be available in April for \$89.99.

Ink'd® Wireless, a Bluetooth upgrade to Ink'd, one of the best-selling earbuds in the world, will feature a comfortable low-profile flex collar and competitive 7-hour battery life. Ink'd Wireless will be available this summer for \$49.99.

### **BARRICADE™ PORTABLE SPEAKERS: LOUD AND RUGGED FOR ADVENTURE ANYWHERE**

In what the brand anticipates being another major year of growth and development for wireless speakers, Skullcandy is introducing a family of new products that lead the category in audio quality, loudness and durability. The collection features three sizes: Barricade™ Mini, Barricade™, and Barricade™ XL, all packed with a powerful volume-to-size ratio but not at the expense of Supreme Sound™ quality acoustics.

Barricade Mini is a leader in its price band with 6-hour battery life and water and impact resistant construction and. Barricade™ Mini will be available for \$29.99.

Barricade builds on this baseline with an IPX 7 waterproof rating, floatable design, 8-hour battery life, external device charger, built-in microphone, multi-speaker connectivity, and AUX in/out functionality. Barricade™ will be available for \$59.99.

The loudest and most durable speaker in the collection, Barricade XL includes all the features of the Barricade plus extends battery life to 10 hours, enables multi-speaker pairing and comes with twice the power for a feature-rich offering at \$99.99.

### **METHOD® WIRELESS: STABILITY AND DURABILITY FOR ANY WORKOUT**

Skullcandy designed their sport performance line to meet the demands of high intensity interval training – a common training methodology shared across the brand's diverse roster of athletes. The result is products that enhance even the most intense training sessions through category leading durability, stability and audio quality.

Skullcandy is building on this position with the launch of a wireless version of the Method®, it's best-selling sport earbud. The New Method® Wireless comes with an 8-hour battery life, FlexSport collar for stability, DualLock™ tech, Pureclean® technology, built-in microphone and call, track and volume controls. Method Wireless, which will also be available in a women's model, will be launch this fall for \$59.99 in select retailers.

All new products can be previewed during the 2016 International CES at the Skullcandy booth, located in the Las Vegas Convention Center, booth: CP3&4.

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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>.

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