

Skullcandy® Presents The STAYLOUD Showdown Where Emerging Music Acts Will Win Their Spot on the Big Stage

PARK CITY, Utah, March 2, 2017 -- Skullcandy, Inc., the original performance and lifestyle audio brand, proudly introduces the Skullcandy STAYLOUD Showdown, a premier platform for emerging artists to win their way onto a major rock tour. Skullcandy is building a music platform to fulfill artist dreams of performing on the Vans Warped Tour Skullcandy stage in front of tens of thousands of young music fans this summer.

The Skullcandy STAYLOUD Showdown concerts will pit bands against each other in three venues, Los Angeles, CA on April 6th, Austin, TX on May 18th, and New York on June 8th. Each concert will be live streamed on the Skullcandy Facebook page and fans will cast social media votes to choose the bands they want to see at the legendary rock festival, Vans Warped Tour.

“We view the Vans Warped Tour as a mecca of youth culture, with an authentic history of showcasing emerging talents that became legends. With the STAYLOUD Showdown series, we are giving our consumers the power to send their favorite emerging artists onto the iconic Vans Warped Tour stage,” said Skullcandy’s CEO, Jason Hodell.

“Skullcandy and the Vans Warped Tour have a longstanding history of supporting up-and-coming bands within our scene. We are looking forward to rekindling our partnership this summer to give developing artists the chance to showcase their talents through the Skullcandy STAYLOUD Showdown. The Showdown not only provides a fostering environment for these artists, but also allows their fans to have a voice in which of their favorite bands play this Summer’s Vans Warped Tour,” said Vans Warped Tour’s Founder & CEO, Kevin Lyman.

Tying back to Skullcandy’s heritage of action sports and music, the STAYLOUD Showdowns will celebrate emerging rock music talent and shine a light on breakthrough artists through digital streaming, social conversation, Skullcandy Showdown concerts and Vans Warped Tour.

For STAYLOUD Showdown news, venue lineups, winning bands and other updates follow @Skullcandy on social media. For information on how your band can compete in the Skullcandy STAYLOUD Showdown, visit www.skullcandy.com/showdown.

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>.

About The Vans Warped Tour®

The Vans Warped Tour®, presented by Journeys®, is well known as America's longest running touring music festival of the summer. Since 1995, the tour has been a showcase for both established and up and coming talent, across a wide range of eclectic sub-genres. The tour has also cemented its place in history by bringing alternative rock and skate culture from the underground to the forefront of global youth culture, while at the same time helping those in need through non-profit and eco initiatives. Alternative Press readers voted the Vans Warped Tour as the "Best Tour/Festival" and Rolling Stone called it "America's Most Successful Festival". Now in its 23rd year, the 40-date tour will commence June 16 in Seattle, WA and end on August 6th in Los Angeles, CA.

For more information, visit vanswarpedtour.com.

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