



Skullcandy® Partners with Snowboarder Travis Rice and Red Bull Media House on “The Fourth Phase”

Park City, Utah, Sept 8, 2016 – Skullcandy, Inc. (NASDAQ:SKUL), the performance and lifestyle audio brand founded at the intersection of innovation and creative culture, is proud to support Red Bull Media House’s highly-anticipated film, [“The Fourth Phase”](#) starring Skullcandy ambassador-owner and iconic snowboarder Travis Rice. “The Fourth Phase,” in production since 2013, follows up 2011’s “The Art of FLIGHT,” one of the most successful action sports film of the last decade.

“The boundaries of what action sports athletes can do and how that story can be told are far beyond what they were when Skullcandy was founded over a decade ago,” said Hoby Darling, Skullcandy President and Chief Executive Officer. “We’re proud to stand behind Travis as he pushes human limits, especially in snowboarding which lies at the heart of our brand heritage, as well as partner with Red Bull Media House on such a technologically progressive film.”

Initiated in 2013 and captured entirely in 4K or higher Ultra HD, “The Fourth Phase” carves a fresh path, using an artistic blend of action, story, and cinematography to bring this stunning feature to life. The launch of the film coincides with the expansion of Skullcandy’s heralded Crusher™ technology, designed to redefine multimedia experiences through innovative Stereo Haptic Bass and unprecedented immersion. Crusher Wireless, launching this holiday, delivers on this promise by transforming music, films like “The Fourth Phase” and other content into a deeply immersive audio experience.

“Whether it’s exploring outside the mountains, studying the hydrological cycle, or simply shoveling snow, immersion of attention is necessary to elevate the experience,” said Rice. “Music has always been my tool for hyper focus. It helped me stay dedicated over the four year course of making this film. I love collaborating with Skullcandy for this reason, and there’s something particularly special about how Crusher keeps me in the moment.”

The exclusive “The Fourth Phase” screening tour begins with a world premiere in Los Angeles, California on September 8th leading up to Red Bull TV’s global premiere of the film on October 2nd. Prior to film screenings, Skullcandy and GoPro invite attendees to try a virtual reality activation that allows them to experience Alaska like Rice did during the filming of “The Fourth Phase.” The viewer can participate in within-the-scene spherical content captured by GoPro OMNI VR rig and multisensory immersive audio through Crusher VRA, Skullcandy’s Virtual Reality Audio headphone launching Spring 2017.

Learn more at <http://www.skullcandy.com>.

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 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 Fourth Phase”

In Red Bull Media House’s “The Fourth Phase,” iconic snowboarder Travis Rice embarks on a journey around the North Pacific, immersing himself in the hydrological cycle. With a crew of snowboarding’s most innovative riders, he travels from his home base in Wyoming, across the Pacific to Japan, north to Russia, and over to Alaska, discovering more than new terrain. Cutting-edge cinematography captures the captivating drama and thrilling action for an immersive cinematic experience that one would expect from the team that created “The Art of FLIGHT.”

“The Fourth Phase” is made possible with the amazing support of film partners including DC, Dolby, GoPro, Quiksilver, Skullcandy, and Toyota. www.TheFourthPhase.com

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