



Skullcandy® Recognized in OUTSIDE Magazine as One of the Best Places to Work for 2015

PARK CITY, Utah, Nov. 17, 2015 - Skullcandy, Inc., (NASDAQ: SKUL) is excited to announce today that the company has been selected as one of OUTSIDE Magazine's Best Places to Work for 2015. Each year, OUTSIDE recognizes the top 100 companies in the United States that help their employees strike the ideal balance between work and play. These companies encourage employees to lead an active lifestyle, are eco-conscious, and prioritize giving back to the community.

"Skullcandy was born on a chairlift with a big dream to make world class products for people like us. People who want to combine their passions for music, culture, outdoor sports, and living life at full volume," said Skullcandy CEO Hoby Darling. "The basis of our culture is that we live that dream daily. We show up to make world class, innovative products. We challenge ourselves and others to live life at full volume— that can mean getting out with a product prototype on powder days or taking a few laps as a team on the trails. We work and play hard together. Being recognized by Outside Magazine is a testament to our whole team and the passion we bring to work everyday."

With innovation at the forefront of the company's mission, Skullcandy continues to expand its technology and research pursuits. The mission comes to life through an in-house product development team and Skullcandy's new Human Potential Labs, a program that seeks to understand how music, science and technology can unlock human potential. Work success is balanced with recreation at Skullcandy's doorstep in Park City, Utah. Skullcandy hosts team workouts, trail runs, snowboard outings, lunch skating sessions at the local park and mountain biking. By fostering a focus on innovation and appreciation of the outdoors, Skullcandy has created a hard-charging culture both inside and outside of the office.

Even with all this happening, Skullcandy is dedicated to providing an avenue for its employees to give back to its community via fundraising partnerships with roster of World class athletes and in-house volunteer committees, like its unique Born in PC program where all sales in Park City are reinvested back in community programs. Skullcandy employees can also regularly be seen running water stations for local races or teaming up with clinics on music therapy.

To find the best places to work in the United States in 2015, OUTSIDE started by creating five company categories that reflect the magazine's values and focus: Adventure/Travel, Wellness, Culture, Gear, and Media. OUTSIDE then conducted a rigorous vetting process in partnership with the Best Companies Group to assess the policies, practices, and demographics of hundreds of companies. Outside's Best Places to Work 2015 was driven by employee reviews of their workplaces, taking into account factors like corporate culture, role satisfaction, work

environment and overall employee engagement. The Best Places to Work list represents the cream of the crop: companies that are empowering their employees to live bigger, better lives. "The companies recognized in this year's Best Places to Work list are the gold standard for stellar work environments that seek to empower their employees both in and out of the office," said OUTSIDE Online Editor Scott Rosenfield. "The new categories in this year's list serve to highlight outstanding workplaces in distinctive fields—making it all the easier for our readers to find their dream jobs."

The list of Best Places to Work that features Skullcandy can be found online at <http://www.outsideonline.com/2034286/100-best-places-work-2015>. To learn more about Skullcandy visit <http://www.skullcandy.com>.

About Skullcandy, Inc.

Skullcandy is the original lifestyle and performance audio brand inspired by the creativity and irreverence of youth culture. Skullcandy designs, markets and distributes audio and gaming headphones and other accessory related products under the Skullcandy, Astro Gaming and 2XL brands. Skullcandy was launched in 2003 and quickly became one of the world's most distinct audio brands by bringing unique technology, color, character and performance to an otherwise monochromatic space, helping to revolutionize the audio arena by introducing headphones, earbuds and other audio and wireless lifestyle products that possess unmistakable style and exceptional performance. The Company's products are sold and distributed through a variety of channels in the U.S. and approximately 80 countries worldwide, including the company's website at <http://www.skullcandy.com>.

About OUTSIDE

OUTSIDE is America's leading active lifestyle brand. Since 1977, OUTSIDE has covered travel, sports, adventure, health, and fitness, as well as the personalities, the environment, and the style and culture of the world Outside. The OUTSIDE family includes OUTSIDE magazine, the only magazine to win three consecutive National Magazine Awards for General Excellence, The Outside Buyer's Guides, Outside Online, Outside Television, Outside Events, [Outside+ tablet edition](#), Outside Books, and now Outside GO, a revolutionary, 21st-century adventure-travel company. Visit us [online](#) and on [Facebook](#), and follow us on [Twitter](#).

About The Best Companies Group

Best Companies Group works with national and local partners around the country and internationally to establish and manage "Best Places to Work," "Best Companies," and "Best Employers" programs on a national, statewide, regional and industry basis. Through its thorough workplace assessment, utilizing employer questionnaires and employee-satisfaction surveys, BCG identifies and recognizes companies who have been successful in creating and maintaining workplace excellence.

CONTACT: Claudia Garcia // AZIONE // Claudia@azionepr.com // 973-896-7272