



NBA All-Star Kyrie Irving Expands Long-time Partnership with Skullcandy®

PARK CITY, Utah, April 12, 2016 - Skullcandy, Inc. (NASDAQ:SKUL), the original performance and lifestyle audio brand founded at the intersection of music, sports, technology and creative culture, and NBA All-Star Kyrie Irving, announced today the expansion of their long-time partnership. As a part of the new ambassador-owner program, Irving will play a key role building the Skullcandy® brand and collaborating on product development as an equity holder of the company.

"Being an equity owner in Skullcandy® provides me a more meaningful connection to the brand and products we make together," said Irving. "I am excited to collaborate more with the Skullcandy® team on style, product and innovation. Music and sports are a big piece of my life, and I grew up skateboarding, so the fit with Skullcandy® has always been natural."

In only his fifth season in the league, Irving is developing a personal brand that can cross over between his sports and business opportunities. On the court, Irving has proven that he is one of the best in the game. Off the court, he has a versatile portfolio of authentic business relationships based on his personal tastes and aspirations. The new Skullcandy® partnership continues a relationship he has had with the brand since his rookie season in the NBA .

"Kyrie is a force on the court, an influential leader in the NBA, and in overall culture. We are really excited for the future that includes his influence as a stakeholder in the company," said Hoby Darling, Skullcandy® CEO and President.

Sam Paschel, Skullcandy® Chief Commercial Officer added, "As we continually get closer with our ambassadors, it allows us to use their input to make better products and inspire our audience to live life at full volume. Kyrie's connection to the brand's legacy, along with the creativity, diversity, and style he brings, will impact a large cross-section of the brand from design and marketing as well as ground-up product developments in the future. We cannot be more honored to have Kyrie as a longtime Ambassador and now welcome him as an equity owner in Skullcandy®."

Learn more at <http://stayloud.skullcandy.com/team/kyrie-irving/>.

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 theSkullcandy 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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