



Skullcandy Launches Flagship Store in Tokyo on Cat Street

PARK CITY, Utah, Dec. 17, 2015 - Skullcandy, Inc., (NASDAQ:SKUL) is excited to announce today that the company has launched a new flagship store in Tokyo, Japan. The store is on Cat Street, centrally located within the Shibuya fashion district and highlights Skullcandy's new inspirational "Stay Loud" look and feel.

"We wanted to create an incredible flagship brand experience that lives in the heart of Tokyo's influence on fashion, technology and innovation," said Sam Paschel, Skullcandy Chief Commercial Officer. "Tokyo's leadership in trends and technology is an inspiration to our brand and we are excited to be part of this cultural center."

The store's design pays tribute to Skullcandy's action sports, technology and creative culture heritage with combinations of wood and concrete textures. Additionally, raw finished materials inspired by garage studios, street culture and iconic music venues underline the brand's passion for music. The wall that faces Cat Street will feature rotating artwork from globally recognized artists who live according to the brand's "Stay Loud" anthem. The store features a wide range of Skullcandy audio: wired and wireless headphones and earphones, gaming, sport performance, and a full women's-specific assortment. Skullcandy Tokyo will become a cultural hub to host community events and offer consumers a premium shopping experience.

"We are excited to announce the opening of the new 'Stay Loud' store in Tokyo," said Tetsuya Oishi, General Manager Skullcandy Japan. "We will continue to build brand foundation, establish brand essence, and differentiate ourselves within the market by showcasing all categories of products, and host numerous store events collaborating with trend-setting global and regional influencers."

The in-store launch event featured a star-studded line up of Skullcandy athletes: professional skateboarders Eric Koston and Sean Malto, professional surfer Masato Yukawa and several local ambassadors. Following the in-store event, Roc Nation artist Dorothy performed a VIP show at the popular nightclub Brand Tokyo. Koston, Malto and other Skullcandy athletes also participated in a skate demo and poster signing at Murasaki Park Tokyo the following day. To learn more, visit http://bit.ly/Ref_TokyoLaunch.

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>.

CONTACT: Leland Drummond // AZIONE // Leland@azionepr.com // 646-490-2945