

## **Skullcandy® Partners with Vans Warped Tour® to Support Music and Emerging Artists**

PARK CITY, Utah, December 20, 2016 -- Skullcandy, Inc., the leading performance and youth culture audio brand, announces its partnership with legendary music festival Vans Warped Tour in 2017. At each of the over 40 tour stops, music acts will perform at a dedicated Skullcandy stage and the Skullcandy brand presence will be extended with unique on-site activations and Skullcandy-themed experiences.

"We are thrilled to partner with the Vans Warped Tour. Connecting with our consumers through live music has always been a core element for the Skullcandy brand, and we're excited to get back on tour again," said Skullcandy's CEO, Jason Hodell. "We aim to extend and help amplify the fun of this festival experience across our channels to include retail partnerships, brand ambassadors, digital distribution, and social media storytelling."

"Skullcandy has been a great partner of the Vans Warped Tour in the past and I was excited when they decided to renew their long-standing relationship with us," said Kevin Lyman, Vans Warped Tour Founder & CEO. "We look forward to creating more memories with such a fantastic brand."

Excited to provide a larger platform for rising talent, Skullcandy plans to dedicate a portion of stage time to emerging artists, affording them the unique opportunity to perform for thousands of Vans Warped Tour fans.

### **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, 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 16th in Seattle, WA and end on August 6th in Los Angeles, CA.

For more information, visit [vanswarpedtour.com](http://vanswarpedtour.com).

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