



Skullcandy® Expands Sport Performance Line with Method® Wireless Earbuds

PARK CITY, Utah, Sept 19, 2016 -- Skullcandy, Inc. (NASDAQ:SKUL), the performance and lifestyle audio brand founded at the intersection of music, sports, technology, and creative culture, is expanding its sports performance category with Method® Wireless, a Bluetooth® version of Method®, its best-selling sport earbud.

“Our research shows that while the benefits of wireless are most obvious in the application of sport, many consumers still use their day-to-day earbuds. They report insufficient fit and durability, and as a result, are missing the potential for a better workout experience,” said Jeff Hutchings, Vice President of Product at Skullcandy. “Because music can fuel better performance and satisfaction, there’s a consumer need for stable, durable and comfortable wireless sport earbuds. Method Wireless delivers on these expectations.”

The new Method Wireless comes packed with features, including a flexible and lightweight FlexSport™ collar. Because the collar enables reduced part count in the earbuds, the buds themselves are lightweight, stable and comfortable in ear. DualLock™ technology provides added stability and supports a comfortable noise-isolating fit for longer workouts. Pureclean® technology is blended into the eargel to keep them clean. Method Wireless, which also comes in a women's model, includes up to 8 hours of battery life, and sweat-resistance as well as built-in microphone and call, track and volume controls within easy reach.

Skullcandy sport performance is designed to meet the demands of high intensity interval training—a common training methodology shared across Skullcandy’s diverse roster of athletes. The result is products that enhance even the most intense workouts through category-leading durability, stability and audio quality. The construction of the earbuds, which includes sonically welded parts to keep out moisture like sweat and rain, enable best-in-class durability, while proprietary fit technologies work together to keep your wireless earbuds securely in place.

Method Wireless, the latest addition to Skullcandy Sport Performance, is available now online and at select retailers nationwide for \$59.99. For more information visit:

<http://www.skullcandy.com/shop/sport/>.

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>.

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