



Skullcandy Launches Crusher® Wireless Premium Acoustics and Stereo Crusher Technology Redefines Immersive Audio

PARK CITY, Utah, November 9, 2016 -- Skullcandy, Inc., the performance and lifestyle audio brand founded at the intersection of innovation and creative culture announced today the launch of Crusher® Wireless, the most immersive multi-sensory experience in Skullcandy's offering. Crusher Wireless is an evolution of one of Skullcandy's most celebrated products, the original Crusher® headphones, and has been completely rebuilt from the ground up with elegant industrial design, premium materials, Bluetooth® functionality and a suite of innovative technologies that enable an immersive audio experience.

"We want provide users a more immersive experience with music, movies, and really all media content. We want them to feel like they are in the front row of the concert or inside the movie experience," said Hoby Darling, Skullcandy President and Chief Executive Officer. "Through our research and development efforts, we have worked to provide an enhanced audio and tactile experience that makes nearly all forms of media more fun and engaging for users. The new Crusher Wireless is a game changer in how people experience media content."

Crusher Wireless delivers a premium acoustic experience while integrating refined Crusher Technology and stereo sound. This expansion of the Crusher family includes a proprietary built-in amplifier that powers both audio and stereo immersion drivers, enabling a dual-sensory and dual-channel bass experience. The result is a stereo haptic bass response that delivers directional bass you can feel, without sacrificing audio quality, and is a unique offering in the market today.

Crusher Wireless is also loaded with features that support the premium, immersive, multi-sensory experience: Bluetooth® functionality, customizable haptic experience through adjustable bass controls, noise-isolating fit, elevated audio quality, built-in microphone, track and volume controls, and an upgrade in aesthetics, including memory foam cushions and travel-friendly collapsible design. Furthermore, up to 40-hours of rechargeable Bluetooth battery life enabled by an auto on/off smart circuit, ensures you can go for days before needing to plug in.

At \$199, Crusher Wireless delivers a premium, immersive, multi-sensory experience, Bluetooth functionality, and days of battery life among other remarkable features. Crusher Wireless is available now online and at select retailers globally. Learn more at <http://www.skullcandy.shop/crusher-wireless>.

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, 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>.

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