



Skullcandy® Launches Barricade™ Family Expands Wireless Innovations with Redesigned Bluetooth® Speakers

Park City, Utah, October 13, 2016 – Skullcandy, Inc. (NASDAQ:SKUL), the performance and lifestyle audio brand founded at the intersection of innovation and creative culture, continues to extend and solidify the brand’s wireless innovations with the introduction of a family of new Bluetooth® speakers. The new Skullcandy speakers come packed with a powerful loudness-to-size ratio that doesn’t sacrifice quality acoustics, as well as an iconic, stainless steel-accented design that’s stylish enough for any room in the home and durable enough for outdoor adventure. The family features three sizes: Barricade™ Mini, Barricade™, and Barricade™ XL.

“As wireless speakers continue to be a top five growth category for the consumer electronics industry, we’re launching powerful quality acoustics, rugged construction, Bluetooth functionality, and sleek exteriors with water-resistant designs,” said Sam Paschel, Skullcandy Chief Commercial Officer. “Moreover, we’re bringing a fresh perspective to a market where consumers are asked to choose between aesthetics and performance. But with Barricade, they don’t have to.”

Barricade Mini is the most lightweight and compact of the Barricade family and is perfect for on-the-go listening. Barricade Mini is equipped with Bluetooth wireless connectivity, up to 6 hour battery life, durable attachment loop, and a buoyant water and impact-resistant construction. Barricade Mini will be available for \$39.99.

Barricade sits in the middle of the product family builds on the product line with an IPX7 waterproof rating, floatable design, up to 8 hour battery life, external device charging, built-in microphone, and AUX in/out functionality that enables multi-speaker connectivity. Barricade will be available for \$79.99.

The most powerful and feature-packed speaker in the collection, Barricade XL, is the pinnacle portable speaker in this family. It includes all the features of the Barricade plus extends battery life up to 10 hours, enables multi-speaker pairing, and comes with twice the driver power for a feature-rich offering at \$169.99.

Barricade speakers are available online and at select retailers nationwide. To learn more visit <http://www.skullcandy.com/shop/bluetooth-speakers/>.

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>.

CONTACT: CLAUDIA GARCIA // AZIONE // Claudia@azionepr.com // 973-896-7272