



Skullcandy Launches Grind™ Wireless Headphone

Grind's Premium Sound Quality and Style Now Available As a Wireless Model

PARK CITY, Utah – April 1, 2016 – Skullcandy, Inc. (NASDAQ: SKUL), the performance and lifestyle audio brand founded at the intersection of innovation and creative culture, continues to expand the brand's signature designs to the wireless category. Skullcandy® has added Bluetooth® functionality to some of the brand's best-selling wired products, well recognized for audio quality, comfort and style.

"Our wireless product innovations were well-received in 2015. In its price band, Hesh® 2 Wireless was 2015's #1-selling over-the-ear headphone [1]" said Sam Paschel, Skullcandy Chief Commercial Officer. "Grind™ Wireless will continue our mission to launch headphone styles that change consumers' expectations of Bluetooth® product's aesthetics and acoustic performance."

The original Grind has received many accolades and Editor's Choice nods for its premium audio experience delivered through minimalist industrial design. Grind Wireless features the same simple and iconic design with a performance focus on high-end drivers for audio quality. The elevated acoustic standards of Grind Wireless revolve around engineering the product with a high-quality amplifier. This optional component enables lower noise, lower distortion and higher dynamic range, providing best-in-class Bluetooth® audio.

Additionally, premium materials such as plush on-ear cushions and a lightweight and durable metal headband maximize comfort. A 12-hour battery life enables all-day wearability. The right ear cup cleverly integrates microphone, call, track, and volume controls just like the wired Grind model. With this addition, Skullcandy continues to build one of the most diverse and best-performing wireless lines in the marketplace.

At \$89.99, Grind Wireless delivers best-in-class premium Bluetooth® acoustics and functionality. Grind Wireless will be available for online pre-sale April 1, and at select retailers nationwide April 17.

* Source: The NPD Group/Retail Tracking Service, Stereo Headphones, (Wireless, On and Around the Ear, under \$100), Dollars, Units, January 2015 – December 2015

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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>.

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