



**Skullcandy® Adds Legendary Snowboarder Travis Rice as Ambassador
Partnership with Red Bull Media will Redefine Boundaries of Multimedia Experiences**

PARK CITY, UT —January 7, 2016—Skullcandy, Inc. (NASDAQ: SKUL), the original performance lifestyle audio brand, is thrilled to announce its newest addition to the family—Travis Rice, one of the most influential snowboarders of this decade. Skullcandy is partnering with Rice as part of a new athlete-owner program launching this year. Additionally, Skullcandy, Rice, and Red Bull Media House will team up this fall on the highly anticipated film, “The Fourth Phase,” the sequel to the 2011 hit “The Art of Flight,” one of the most downloaded films ever.

Beyond joining forces on “The Fourth Phase” launch, Rice will be inspirational and instrumental in bringing to market Skullcandy’s most premium headphone to date, Crusher VRA™. Constructed from top-shelf materials and packed with innovative sound technology, Crusher VRA leverages proprietary Immersion35 Tech with directional bass to redefine audio experience. “The Fourth Phase” film, shot in full 4K video and new Dolby Atmos sound technology, is the perfect technological partner to showcase the unprecedented immersion of Crusher VRA and how the product can amplify multimedia experiences. Launch plans include an enhanced Crusher VRA edit of the film and Travis Rice limited edition headphones that will be available during the 2016 holidays.

“Rice is an amazing addition to the Skullcandy family who exemplifies our core values,” said Sam Paschel, Skullcandy Chief Commercial Officer. “He’s pushed the limits of snowboarding and snowboarding films so far that those industries now transcend action sports, and we expect our partnership to push the boundaries of multimedia experiences. We can’t be more honored to announce him as our first ambassador under a new athlete-owner program, support his new film launch and create amazing products together.”

Rice is an enthusiastic adherent to the Skullcandy anthem to live at full volume, and is a great ambassador of the action sports heritage and future of innovation at Skullcandy. He is a one-of-a-kind talent who has set a new standard within snowboarding, earning 27 podiums along the way and a place in history as the king of big mountain freestyle snowboarding.

“This is more than a partnership. I’m fully bought in as an owner so I’m committed-- in it for the long haul,” said Rice. “I’m fired up about the products that we have in motion and what the future holds for innovation in the sound space.”

To learn more about Skullcandy, Rice and view the teaser to the anticipated film, “The Fourth Phase,” visit: http://bit.ly/Ref_TravisRice. The Crusher VRA can be previewed during the 2016

International CES at the Skullcandy booth, located at the Las Vegas Convention Center, booth: CP3&4.

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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