

Women's Pro Surfer, Coco Ho, joins Skullcandy® Family

PARK CITY, Utah, June 22, 2017 -- Skullcandy, Inc., the original lifestyle audio brand, announced today their new partnership with world-renowned pro surfer, Coco Ho. Attracted to her enthusiastic personality, genuine desire to inspire others and her intense passion for the sport, Skullcandy saw her as the perfect fit for their athlete roster.

“Coco’s outgoing personality and aspirational approach to life while also being one of the best female athletes in the world makes her a perfect fit for the brand,” said Skullcandy CEO Jason Hodell. “Her relentless drive inspires us and we’re very excited for her to join our team.”

Coming from a long family line of professional surfers, Coco started surfing at 7 years old and won her first competition at 9 years old. She kept that momentum going and at 17 became the youngest female in history to qualify for the World Surf League Women’s World Tour. Coco has always been eager to inspire other girls to break through barriers and pursue their passions, and as a part of Skullcandy’s family she’ll have the platform and reach to do just that.

“I’m thrilled to join the Skullcandy family and be part of their passionate approach to supporting athletes,” Coco said. “The Skullcandy platform creates a positive stage for athletes to inspire their audience through creative storytelling and innovative product designs.

To learn more about Skullcandy and Coco Ho visit <http://www.skullcandy.com>

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, 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>.