



## Skullcandy® Launches Low-Profile and Stylish Ink'd® Wireless

### #1 Selling Earbud For the Last 3 Years<sup>[1]</sup> Is Now Bluetooth™

PARK CITY, Utah—May 23, 2016—Skullcandy, Inc. (Nasdaq: SKUL), the performance and lifestyle audio brand founded at the intersection of innovation and creative culture, launched Ink'd® Wireless today, a Bluetooth™ upgrade to Skullcandy's best-selling Ink'd® earbud. Ink'd Wireless provides a sleek and low-profile design that enables wireless freedom without compromising your style.

"Wireless bud designs with an integrated around-the-neck collar are a great hands-free solution for when you're not wearing your earbuds. However, a majority of the available form factors are bulky and aren't aligned with our consumer," said Jeff Hutchings, Skullcandy VP of Product. "Ink'd Wireless raises expectations for aesthetics, weight and wearability."

Feature-packed Ink'd® Wireless earbuds are lightweight and slim enough to wear beneath clothing or carry in your pocket. With its noise-isolating fit and Supreme Sound™ premium audio profile, Ink'd Wireless delivers a full spectrum of rich, clear audio across all types of music and is comfortable enough for all-day wear. A built-in microphone and controls on the low-profile Flex Collar allow users to answer/end a call, track forward/back, play/pause, or adjust volume. Ink'd® Wireless connects to devices from up to 33 feet away and offers up to 8 hours of battery life.

Ink'd® Wireless gives consumers a lightweight, low-profile design and premium audio performance for \$49.99. Ink'd Wireless is now available online and at select retailers nationwide. Learn more at <http://www.skullcandy.com/earbuds/INKDBT>.

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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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<sup>[1]</sup>Ink'd w/Mic, is the #1 selling earphone in its price band for the last 3 years running.

Source: The NPD Group/Retail Tracking Service, Dollars, Stereo Headphones (Ear Bud, In Ear, under \$25), January 2013 – December 2015.