



Skullcandy Wins Multiple "Vendor of the Year" Awards

PARK CITY, Utah, April 26, 2012 (GLOBE NEWSWIRE) -- Skullcandy, Inc. (Nasdaq:SKUL), a high growth performance lifestyle audio brand, is proud to announce that it has recently been selected as "Vendor of the Year" by multiple national retail partners, including Target, Toys"R"Us and Fred Meyer. These honors recognize Skullcandy for outstanding achievement as a business partner that continuously drives growth and meets the needs of its customers and respective retailers. Target's award is the second Skullcandy has received from the retailer in four years.

"We are honored to receive such a prestigious award from three highly respected retailers in the industry," said Richard Sargente, Vice President North America Sales at Skullcandy, Inc. "We have built our organization to align with our customers' short and long-term needs and our ongoing commitment to fanatical customer service spreads throughout our organization."

These honors arrive on the heels of additional achievements Skullcandy has been recognized for this year. In February, Skullcandy's FIX earbuds were awarded Accessory Product of the Year by Surf Industry Manufacturers Association (SIMA), and in March, Skullcandy's Roc Nation Aviator interactive headphone display was awarded Gold in the Electronic category at the 54th Annual Outstanding Marketing at Retail Achievement (OMA) Awards Competition by Point of Purchase Advertising International's (POPAI) during the GlobalShop 2012 Awards Competition.

About Skullcandy, Inc.

Skullcandy became one of the world's most distinct audio brand by bringing color, character and performance to an otherwise monochromatic space; revolutionizing the audio arena by introducing headphones, earbuds and other audio and wireless lifestyle products that possess unmistakable style and exceptional performance. From the award-winning, optic-inspired Roc Nation Aviator headphones to the evolutionary fitting FIX earbuds and a roster of some of the world's finest athletes, musicians and artists, Skullcandy continues to redefine world-class audio performance and style. Visit skullcandy.com, or join us at facebook.com/skullcandy. Twitter @skullcandy

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Source: Skullcandy, Inc.

News Provided by Acquire Media