



Skullcandy Hires Aaron Behle as VP of International

(Park City, Utah – October 6, 2010) - Skullcandy, the country's No. 2 headphone manufacturer and developer of core audio products, announces the addition of industry veteran Aaron Behle as their new VP of International. Behle's 15 years of cross-functional experience in International Business Development will be invaluable in continuing Skullcandy's growth on a global scale.

"We are thrilled to have Aaron join the Skullcandy family. With his decorated career in action sports as well as his deep international experience, Behle is an essential addition to our team as we continue to expand the Skullcandy brand outside of the US." Stated Jeremy Andrus, President of Skullcandy. "His past achievements with Dragon, Reef and Oakley speak for themselves and we are confident that his efforts with the Skullcandy team will further our global brand vision." "Skullcandy is a company that I'm sincerely humbled and proud to be a part of. It's been impossible to ignore the colossal growth of such a young brand, and I am excited about what the future holds for us on a global scale" said Behle. " With our international team in place, and a future product line-up that is going to blow minds, we will continue to build on what the world has embraced since the company's inception: progressive styling and uncompromising quality " About Skullcandy, Inc. Skullcandy designs and constructs premium headphones, earbuds, speaker docs, audio accessories, and other audio-enabled lifestyle products. Skullcandy also collaborates with top brands to integrate its speaker technology into products from snow helmets to jackets, beanies and bags. Rooted in the hills of Park City, UT, Skullcandy is also now firmly planted in the heart of Orange County, CA as well.

The Skullcandy family includes exclusive partnerships with: Roc Nation, a Jay-Z founded music and entertainment company, Mix Master Mike, the National Basketball Association, and the Hard Rock Hotel and Casino in Las Vegas with branded Skullcandy stages at the Joint, Wasted Space, Rehab, and Friday Night Live. Skullcandy's roster of artists and athletes is amongst the most prolific in any industry, including rap czar Snoop Dogg; snowboarding legends Terje Haakonsen, Mark Frank Montoya and Devun Walsh; skate pros Lizard King, Theotis Beasley and Greg Lutzka; surf rulers Mick Fanning, Owen Wright, Kolohe Andino, the Gudauskas brothers, and Clay Marzo; as well as free-ski greats Tanner Hall, Kaya Turski, and Tom Wallisch.

Skullcandy gear is sold globally through top retailers, specialty outlets and online at www.Skullcandy.com