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Skullcandy® Announces Official Audio Partnership with The Berrics and Launches New Development Program

PARK CITY, Utah, June 07, 2016 (GLOBE NEWSWIRE) -- Skullcandy, Inc. (NASDAQ:SKUL), the performance and lifestyle audio brand founded at the intersection of music, innovation, creative culture, and action sports is thrilled to announce its partnership as Official Audio Partner of The Berrics, as well as the launch of its new AM program, No Label. The announcements come as part of Skullcandy dedicating the month of June to celebrating the sport of skateboarding.

Skullcandy and The Berrics will run their 2016 #SkateWithBuds social campaign for the entire month of June. The campaign encourages skating with friends, and fans can share and tag photos of themselves for a chance to win Skullcandy's latest Bluetooth earbuds, Ink'd® Wireless. As part of the campaign launch and Official Audio Partner announcement, Skullcandy has revamped The Berrics by installing a concert-level sound system at the iconic and exclusive skatepark.

The campaign culminates the week of June 13 when Skullcandy and The Berrics visit local LA skateparks to promote the sport and give away tickets to the Battle of the Berrics 9. Following a location announcement on social media, fans who show up with the most friends can be entered into a contest for the chance to win VIP treatment at the Battle of the Berrics 9 Finals. The contest winners will receive access to a VIP lounge, product giveaways, catered food, a live music after-party featuring Seshollowwaterboyz and meet and greets with Skullcandy ambassadors Eric Koston, Sean Malto and Steve Berra.

Skullcandy is also launching their new development program, No Label, with three up-and-coming skateboarders to be announced throughout the month. Through this new program, Skullcandy's mission is to support previously undiscovered talent who are pursuing their passions. The No Label program will provide support through mentorship from professional athletes, performance training resources, and contest support among other things.

"The partnership with The Berrics and the launch of the No Label program are special to us because it's part of our heritage," said Hoby Darling, Skullcandy President and Chief Executive Officer. "From the day Skullcandy was founded, skateboarding and action sports have been an important part of who we are, and we remain invested in that community and in the future of the sport."

"There is no doubt that skateboarding and music have a symbiotic relationship. Our partnership with Skullcandy continually allows us to explore and discover just how deep this bond goes like no one else in our industry," said Steve Berra, Co-Founder of The Berrics. "Skullcandy shares the same level of love and commitment to skateboarding and its culture as we do and continually proves it with their product innovation, top notch professionals, campaigns such as #SkateWithBuds and now support of the next new wave with the creation of their No Label program. We couldn't be better aligned with a brand."

To learn more visit <http://stayloud.skullcandy.com>.

About Skullcandy®

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>.

CONTACT: Claudia Garcia // AZIONE // Claudia@azionepr.com // 646.490.2945

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