



## SKULLCANDY PAYS HOMAGE TO ITS HERITAGE WITH THE LAUNCH OF LIMITED EDITION ICON WIRELESS

*Iconic Boardsports Headphone Is Back By Popular Demand And Now Wireless*

PARK CITY, Utah, October 23, 2018 - **Skullcandy, Inc.**, the original lifestyle audio brand, announced today the return of a classic with a twist – the all-new **Icon Wireless**. Skullcandy is keeping the Icon's celebrated design with the innovative features that made it a hit: a No-Slip headband, TapTech™ on-ear control, and now Bluetooth™ technology to make the headphone even better. The limited-edition **Icon Wireless** is a celebration of one of Skullcandy's cult classics and a tribute to the brand's origins.

In 2006, Skullcandy introduced the world's first headphone designed for snowsports. Dubbed the "Icon", it featured a simple design that fit perfectly with ski and snowboard culture. From the biggest pros to weekend parkrats, the Icon gained a cult-like following. The Icon also quickly found its way into the skateboard scene. After three generations of product design, the Icon last appeared on shelves in 2014. Now, the Icon is back, and for the first time without wires.

"It's exciting to release a product that speaks to our heritage in board sports," said Kathryn Smith, Global Brand Director, Skullcandy. "The Icon is and will forever be emblematic of Skullcandy's heritage. It changed the way people experienced music on the mountain and we're excited to give it the wireless treatment it deserves."

**Icon Wireless** is equipped with Bluetooth® Wireless technology, a 10 hour battery life, a No-Slip headband, and TapTech™ audio controls. Designed for use with gloves, TapTech™ allows you to easily control calls and music just by tapping the left ear cup.

**Icon Wireless** is available in two colorways, Black and Stone, for \$49.99 and can be purchased now at [Skullcandy.com](https://www.skullcandy.com) and select retailers.

### **About Skullcandy®**

Skullcandy is the original lifestyle audio brand and lives by its mission to not just listen to music but to feel it. Founded at the center of music and boardsports, Skullcandy drives innovation in audio experiences from groundbreaking technology in its headphones to once in a lifetime music events featuring emerging artists that inspire and move its culture forward. Based in Park City, Utah, Skullcandy designs, markets and distributes audio products through a variety of distribution channels globally with international offices in Tokyo, Zurich, London, Shenzhen and Vancouver, as well as through partners in some of the most important cultural hubs in the world. The company's website can be found at <https://www.skullcandy.com>

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