



## SKULLCANDY MANIFESTO

It's hard to believe that six years have passed since Skullcandy dropped a catalytic cold fusion sound & style bomb on the old-fashioned world of audio products ending a reign of terrifying design and inferior audio performance.

Time flies when you're keeping CORRECT.

We're as passionate as ever about innovation and the convergence of premium sound and aesthetic perfection. Whether delivering POW! to the people or carving up terrain that's covered with it, you'll find us kickflippin' our way over boundaries and mercilessly tormenting the status quo. After all, you can't make progress standing still.

Skullcandy is available through leading electronics retailers with action sports and music stores adding specialized products to the core range.

## EVENTS AND RIDERS

Born riding, The Skull maintains a pro-fanbase of some of the most respected action sports athletes in Europe and around the world. There's a long list that includes legends Steve Caballero, Christian Hosoi and Terje Haakonsen showing the way to today's wonder-kids including surf progressor Clay Marzo, Aussie BMX sensation Ryan Guettler and snowboard style masterz Antti Autti and Jamie Anderson.

You'll also find Skullcandy rocking out at some of Europe's best action sports events, which this year will include the European Skateboard Championships and the BMX Masters with many others still to be announced.

Running the Skull in music, we had the privilege in 2008 of creating two exclusive, limited edition headphones featuring Metallica artwork. For Spring 09, we're blowing up our music collaborations, this time with hip-hop legend SNOOP DOGG. The Snoop makes the Skullcrusher his own creating the 'Snoop Crusher'.





## BRING ON 2009

The Skullcandy 2009 product line-up is our way of giving a friendly nudge to the pace of evolution. This year we unleash seven new colour stories and six new products.

One of the big stories is the BIG SLICK, designed for hip hop heads who like their bling to be big and pimpin'.

For felines with their claws-out, we've created the CATFIGHT. This one's for girls with style and attitude.

Product wise, check-out THE STACK. It's an over-the-ear headphone set to blow minds with a combined total of two hundred and eighty millimeters of audio driver. Unique tone and volume dials on each earphone present a style not found anywhere else.

Want wood? HÖLUA is a premium in-ear headphone that delivers unbeatable clarity made from one of nature's finest products.

Enjoy the ride...we'll see you at the lift

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