



## SKULLCANDY X PIT VIPER COLLAB INFUSES TRUE WIRELESS FAVORITES WITH '90s NOSTALGIA

Limited-Edition Collection Made for Music Fans Who Live Life on the Edge

**VANCOUVER, British Columbia** – March 29, 2022 – Skullcandy, the #1 selling brand in stereo headphones<sup>1</sup> and true wireless earbuds<sup>2</sup> under \$100, announced today its all-new collaboration with Pit Viper, the world's foremost online sunglasses presence. The limited-edition collection includes Skullcandy fan-favorites **Grind, Push Active and Dime** true wireless earbuds redesigned with an impossibly rad, retro aesthetic for those who were born to party. The first 100 Skullcandy x Pit Viper Push Active purchases will be bundled with a pair of Pit Viper sunglasses. The collaboration is available globally, exclusively on [Skullcandy.ca](https://www.skullcandy.ca).

"With Skullcandy and Pit Viper sharing a love for the fast-living outdoor lifestyle and disrupting the status quo, we held nothing back as this collaboration is long overdue," said Jessica Klodnicki, Chief Marketing Officer, Skullcandy. "We've adopted Pit Viper's iconic, outrageously retro style, which has taken the realms of action sports and fashion by storm, encouraging our fans not to take life too seriously as they jam out in style."

With these limited-edition **Grind, Push Active and Dime** true wireless solutions, 2025 meets the '90s, featuring a futuristic yet vintage-inspired neon pink, purple and blue colorway. Skullcandy took inspiration from one of Pit Viper's popular colorways, "Midnight," while incorporating signature Pit Viper elements, including splatter paint, iridium lenses and distinguishable color combinations.

"We're stoked to unleash a collab that really tickles our fancy for music and for having a downright, damn good time," said Emilia Szubzda, Marketing Director, Pit Viper. "Pit Viper and Skullcandy simultaneously bring the party to your eyes and ears in a way no other union could."

Tech specs tied to each of the **Skullcandy x Pit Viper collab** earbuds include:

### **Skullcandy x Pit Viper Grind True Wireless Earbuds – \$119.99 MSRP**

- Skull-iQ Smart Feature Technology™
- Hands-free voice control
- Up to 40 hours total battery + wireless charging
- IP55 sweat and water resistant
- Update features with the Skullcandy app
- Built-in Tile® finding technology

### **Skullcandy x Pit Viper Push Active True Wireless Earbuds – \$119.99 MSRP**

- Skull-iQ Smart Feature Technology
- Hands-free voice control
- Up to 44 hours total battery + rapid charge
- IP55 sweat and water resistant
- Flexible, over-ear hooks for a secure, exercise-focused fit
- Update features with the Skullcandy App
- Built-in Tile® finding technology

### **Skullcandy x Pit Viper Dime True Wireless Earbuds – \$59.99 MSRP**

- Up to 12 hours of battery life
- Full suite of media controls on the buds with ability to use either bud solo
- Auto on/connect with secure, noise-isolating fit
- IPX4 sweat and water resistance
- Micro-USB charging case with snap lid and integrated lanyard

For more information on **Skullcandy** and to see the collaboration unfold, visit [www.Skullcandy.com](http://www.Skullcandy.com) or follow the brand on [Instagram](#), [TikTok](#), [YouTube](#), [Twitter](#) and [Facebook](#).

<sup>1</sup>. *The NPD Group, Inc., Canada Tech POS Monthly Retail Pro; Average Sales Price Under \$100; Jan.2021 - Jan 2022 combined.*

<sup>2</sup>. *The NPD Group, Inc., Canada Tech POS Weekly; Band Type: No Wire/No Band; True Wireless; Average Sales Price Under \$100; Jan. 3, 2021 - Jan. 1, 2022, combined.*

### **About Skullcandy®**

Skullcandy is the original lifestyle audio brand, born in 2003 on a chairlift in Park City, Utah. Fast forward to today where Skullcandy is the #1 selling brand in stereo headphones<sup>1</sup> and true wireless earbuds<sup>2</sup> under \$100, and on a mission “to unleash the visceral power of music for all.” Skullcandy headphones and earbuds are created, tuned and tested to deliver music you can feel, specially engineered to provide a deeper, more immersive listening experience. The brand supports charitable causes through its Music With A Mission program where dedicated campaigns and a portion of proceeds from limited-edition product sales help make an impact. Skullcandy designs, markets and distributes its audio products through a variety of distribution channels globally. The company’s website can be found at [www.Skullcandy.ca](http://www.Skullcandy.ca).

### **About Pit Viper**

Conceived on the ski hill and born in the back of a van, like all ski bum dreams, Pit Viper is now an international, multi-million-dollar company. Worn by the likes of Travis Pastrana, Rob Gronkowski, Tanner Hall, and Brehanna Daniels, Pit Viper specializes in functional - yet stylish sunglasses, apparel, throwing outrageous events and giving away cars. Dedicated to not taking life too seriously, Pit Viper stands by their motto: DEMAND RESPECT AND AUTHORITY. Visit: [www.pitviper.com](http://www.pitviper.com) for more.

### **Press Contact**

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