NEWS RELEASE

# TURTLE BEACH CORPORATION RELEASES POPAI RESEARCH FINDINGS FOR HYPERSOUND® COMMERICAL DIRECTED AUDIO-ENABLED RETAIL DISPLAYS

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San Diego, CA – September 9, 2015 – Turtle Beach Corporation (NASDAQ: HEAR), the leading-edge audio technology company, today announced results from research on the effectiveness of HyperSound's directed audio technology in retail environments. Earlier this year, Turtle Beach appointed POPAI UK & Ireland to conduct a study on the commercial version of the Company's groundbreaking HyperSound directed audio technology and the impact it has on shoppers' experience and retail sales performance. In short sum, POPAI's research shows sales growth of up to 46% during the test period for retail stores that featured Turtle Beach's HyperSound commercial directed audio system in its in-store signage.

"We very much value the opportunity to have partnered with POPAI UK & Ireland on this deep dive into the validity and effectiveness of directed audio use in the retail environment," said Chris Auty, Managing Director for Turtle Beach's HyperSound business in Europe, the Middle East, Africa and Asia Pacific. "We believe the outcome suggests that in today's world the use of directed audio to catch the attention and imagination of consumers is a highly viable and cost-effective solution. We think the findings will be a catalyst for a paradigm shift in how retailers and brands view in-store marketing ROI and the enhancement of the total shopper experience."

Results from the POPAI directed audio study show that retail displays delivering audio through HyperSound commercial speakers provided a significantly improved GDES Impact ratio – which measures the number of shoppers who acknowledge a display as a ratio to the total number of shoppers exposed to this display, of up to 28%. This is compared to the average of standard point-of-purchase (POP) retail displays previously measured at

just 1% in POPAI's Grocery Display Effectiveness Study, which is the world's largest study into the effectiveness of grocery display covering over 3,000 products and 64,000 displays. The POPAI directed audio study also showed high engagement, with overall shopper awareness of the retail messaging being recorded at 50%.

For the full POPAI research study findings, please visit http://hypersound.com/popai-hypersound-study-report.php. For more information on HyperSound Professional Audio Solutions, visit http://hypersound.com.

About Turtle Beach Corporation

Turtle Beach Corporation (www.turtlebeachcorp.com) designs leading-edge audio products for the consumer, commercial and healthcare markets. Under the Turtle Beach brand (www.turtlebeach.com), the Company markets a wide selection of quality gaming headsets catering to a variety of gamers' needs and budgets, for use with video game consoles, including officially-licensed headsets for the Xbox One and PlayStation®4, as well as for personal computers and mobile/tablet devices. Under the HyperSound brand (www.hypersound.com), the Company markets pioneering directed audio solutions that have applications in digital signage and kiosks, consumer electronics and healthcare. The company's shares are traded on the NASDAQ Exchange under the symbol: HEAR.