



UNDER ARMOUR, INC. TO PRESENT AT THE BANK OF AMERICA MERRILL LYNCH 2010 CONSUMER CONFERENCE

Baltimore, MD (March 2, 2010) – Under Armour, Inc. (NYSE: UA) today announced that Kevin Plank, Chairman and Chief Executive Officer, David McCreight, President and Brad Dickerson, Chief Financial Officer, will present at the Bank of America Merrill Lynch Consumer Conference being held in New York City on March 11, 2010 at 3:20 p.m. ET.

To listen to the audio portion of the presentation live, log onto <http://investor.underarmour.com/events.cfm> or <https://www.veracast.com/webcasts/bas/consumer2010/id48784520.cfm>

The audio portion of the presentation will be archived and available for replay approximately one hour after the live event until March 26, 2010.

About Under Armour, Inc. Under Armour® (NYSE: UA) is a leading developer, marketer, and distributor of branded performance apparel, footwear, and accessories. The brand's moisture-wicking synthetic fabrications are engineered in many different designs and styles for wear in nearly every climate to provide a performance alternative to traditional natural fiber products. The Company's products are sold worldwide and worn by athletes at all levels, from youth to professional, on playing fields around the globe. The Under Armour global headquarters is in Baltimore, Maryland, with European headquarters in Amsterdam's Olympic Stadium, and additional offices in Denver, Hong Kong, Toronto, and Guangzhou, China. For further information, please visit the Company's website at www.underarmour.com.