



Under Armour Fact Sheet

Under Armour's mission is to make all athletes better through passion, science, and the relentless pursuit of innovation.

Founded in 1996 by former University of Maryland football player Kevin Plank, Under Armour is the originator of performance apparel - gear engineered to keep athletes cool, dry and light throughout the course of a game, practice or workout. The technology behind Under Armour's diverse product assortment for men, women and youth is complex, but the program for reaping the benefits is simple: wear HeatGear® when it's hot, ColdGear® when it's cold, and AllSeasonGear® between the extremes.

Under Armour entered the footwear business in June 2006 with the launch of football cleats. We began shipping our line of baseball and softball cleats in the fourth quarter of 2006 and entered non-cleated footwear in May 2008 with the launch of performance training footwear.

Under Armour is available through our website, www.underarmour.com, and at more than 15,000 retail locations throughout the globe. Our U.S. distribution includes national and regional retail chains such as Dick's Sporting Goods, The Sports Authority, Hibbett Sporting Goods, Modell's Sporting Goods, and Academy and outdoor retailers such as Bass Pro Shops and Cabela's. In November 2007, we opened our first branded, full-price retail store located in Annapolis, Maryland, and in May 2008, we opened our second store in Aurora, Illinois. At the end of 2007, we also operated 17 retail outlet stores.

Our international distribution is primarily focused on the United Kingdom, France, and Germany but also includes third-party distributors in areas such as Australia, Benelux, Italy, and New Zealand as well as a licensee in Japan.

The brand has official outfitter relationships with college football programs in The Atlantic Coast Conference, The Big 12, The Western Athletic Conference, and The Southeastern Conference, including agreements with the University of Maryland, Texas Tech University, Auburn University, University of South Carolina, University of Hawaii, and the University of Utah. We also sell our products to many Division I men's and women's collegiate athletic teams. In August 2006, we became an official supplier of footwear to the National Football League.

We have developed an authentic, on-field presence outside the U.S. Under Armour has become the official kit supplier for the Welsh Rugby Union and for the German soccer league club Hannover 96. Additionally, we are the Official Sponsor of Athletic Performance Apparel of the Toronto Maple Leafs. Our signature marketing campaigns include "Protect this House" and "Click-Clack." Our "Protect this House" campaign is used in several NFL and collegiate stadiums during games as a crowd prompt. During 2007, we executed a major campaign called "BoomBoom-TAP," which targeted the "team girl" demographic in an effort to establish Under Armour as the authentic athletic brand for female team sport athletes. At the end of 2007, we launched a campaign with the tagline "The New Prototype" to announce our coming entry into the non-cleated footwear business. "The New Prototype" speaks to athletes who train to compete at a higher level than the competition.

Our ability to secure product placement in movies, television shows and video games has allowed us to reinforce our authenticity as well as establish our brand with broader audiences who may not have been previously exposed to our advertising and brand efforts.

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. As of December 31, 2007, Under Armour had approximately 1,400 employees, including approximately 400 each in distribution centers and in our retail stores.

Under Armour (symbol: UA) is a publicly traded company listed on the New York Stock Exchange.