



Under Armour Names Mark Dowley Executive Vice President, Global Brand and President of International

Kip Fulks Promoted to Executive Vice President of Product

Baltimore, MD, January 10, 2011 - Completing an extensive search to fill a top leadership position, Under Armour (NYSE:UA) announced today that Mark Dowley is joining Under Armour as Executive Vice President, Global Brand and President of International, effective February 1, 2011. Additionally, Kip Fulks has expanded his role and is now serving as the Executive Vice President of Product where he will oversee all of the company's products. Mr. Dowley and Mr. Fulks will report to Kevin Plank, Founder and CEO of Under Armour.

Mr. Dowley has extensive experience with over 20 years of global marketing expertise, including his most recent position as CEO of William Morris Endeavor Marketing, providing client management in entertainment and marketing services for major global brands. Mr. Dowley's previous leadership positions included CEO of Interpublic Sports and Entertainment Group, Vice Chairman of McCann-Erickson World Group and CEO of Momentum Worldwide. As Executive Vice President of Global Brand, Mr. Dowley will oversee Brand Marketing, Sports Marketing, Consumer Insights and Strategy. As President of International, Mr. Dowley will oversee the International businesses which include Europe, Asia and the Americas. Peter Mahrer, President and Managing Director of Under Armour Europe, has left the company having played a significant role in building Under Armour's European business and growing the EMEA business.

"Mark has vast global marketing experience and is a passionate leader with an outstanding track record," said Plank. "We are committed to driving global awareness, best in class product and innovation for the Under Armour brand. Mark and Kip will play key roles in helping to achieve our brand vision to be the world's #1 performance athletic brand."

"Under Armour's best in class product and distinctive Brand voice have enabled the company to establish deep connections with athletes at all levels around the world," said Mr. Dowley. "I am excited to join Kevin and the team, and to play my part in building upon that momentum and driving growth around the world."

Mr. Fulks has been with Under Armour since its inception. He led the company's sourcing operation for a number of years, including serving as Senior Vice President of Sourcing, Quality Assurance and Product Development. He most recently served as Senior Vice President of Outdoor and Innovation. As Executive Vice President of Product, Mr. Fulks will oversee the Apparel, Footwear, Accessories, Innovation, and Outdoor business units.

About Under Armour, Inc.

Under Armour® (NYSE: UA) is a leading developer, marketer, and distributor of branded performance apparel, footwear, and accessories. 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.

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