



Under Armour Named Official Performance Footwear Supplier of Major League Baseball

Athletic Performance Brand Inks Licensing Agreement to Feature Official Major League Baseball Logo on all MLB Authentic Collection Baseball Cleats

BALTIMORE, MD (02/14/2011) Major League Baseball Properties and Under Armour, Inc. (NYSE:UA) announced today that the Baltimore-based athletic performance brand will become the official performance footwear supplier of Major League Baseball, effective for the upcoming 2011 season. The multi-year agreement gives Under Armour the worldwide rights to produce and distribute the official "silhouetted batter" MLB logo on its MLB Authentic Collection baseball cleats.

As part of this new licensing agreement, Under Armour will have the rights to include the MLB logo and MLB Club marks on the Brand's in-store, digital, and print advertising for baseball footwear and will have a feature attraction at MLB All-Star FanFest beginning this summer in Phoenix and throughout the term of the contract.

"Under Armour brings a unique attitude and energy to everything they do, and we're excited to officially welcome them into the MLB family," said Howard Smith, Senior Vice President, Licensing, Major League Baseball. "Their commitment to performance is respected throughout the industry, and we have no doubt our players and fans will be excited about their baseball footwear."

"We are excited to take our efforts in baseball to the next level, as this further demonstrates Under Armour's commitment to aligning elite championship athletes with the most innovative performance footwear in the marketplace," said Matt Mirchin, Senior Vice President, Sports Marketing, Under Armour. "This relationship provides an opportunity to outfit an increasing number of the game's biggest stars, as well as the ability to showcase the Brand's dedication to the sport of baseball."

This deal is an expansion of Under Armour's current activation within the sport of baseball. Some of the game's top young talent, including World Series Champion and 2010 National League Rookie of the Year Buster Posey, Jonathon Papelbon, Ryan Zimmerman, Matt Wieters, Jose Reyes, and Nick Markakis, have been wearing the Brand's signature performance apparel, footwear, and accessories both on- and off-the-field.

This upcoming season the Brand will unveil the latest in cleated footwear with the UA Heater and UA Natural cleats featuring Rotational Traction™ cleat configuration, a technology allowing for maximum acceleration and power.

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.

ABOUT MAJOR LEAGUE BASEBALL PROPERTIES

The Major League Baseball Clubs formed Major League Baseball Properties (MLBP) in 1966 as the Clubs' agent for marketing and trademark licensing and protection. Major League Baseball Properties is responsible for managing consumer licensing activities, developing national advertising campaigns, cultivating sponsorship opportunities with major consumer brands and corporations, growing the game and the business of baseball outside the United States and creating national marketing programs in conjunction with Clubs, broadcast rights holders and national sponsors. MLBP also operates a full-service video and audio production unit (Major League Baseball Productions), a publishing division and stock photo licensing agency, and manages logistics for the All-Star Game and World Series as well as all other special events. For more information on Major League Baseball, log on to www.MLB.com.