



## **Under Armour Signs Multiyear Partnership With Tottenham Hotspur and England International Defender Michael Dawson**

**Baltimore, MD (January 12, 2012)** - Under Armour (NYSE:UA), a global leader in sports performance apparel, footwear and accessories, announced today a multiyear partnership with England international and Tottenham Hotspur Football Club First-Team defender Michael Dawson.

"We're committed to empowering athletes worldwide and Michael's leadership, team first attitude and dedication to hard work makes him the ideal partner for the brand," said Matt Mirchin, Senior Vice President, Global Sports Marketing, Under Armour. "We look forward to seeing Michael on the pitch in our innovative football boots."

Under Armour continues to build global momentum through the introduction of its innovative products and partnerships with the world's best athletes and professional teams. Beginning in the 2012/13 season the brand will supply Tottenham Hotspur's kit, as part of its technical partnership deal announced last year. In addition to Michael Dawson, brand ambassadors in the Barclays Premier League include Fulham FC's Bobby Zamora and Blackburn Rovers goalkeeper Paul Robinson. Dawson will wear Under Armour's performance enhancing UA Hydrastrike® II FG football boots on the pitch.

"I am extremely excited to join the Under Armour family. They are an ambitious brand who are committed to helping athletes constantly improve," said Dawson. "Under Armour apparel and footwear is developed with the athlete's needs in mind and I am looking forward to being part of building that sporting legacy."

Dawson, who began his career at Nottingham Forrest in 2001, moved to Tottenham Hotspur in 2005 after a successful spell as captain of the England Under-21 team. A natural leader, Dawson also captains Tottenham Hotspur on a regular basis, helping the Club qualify for the Champions League for the first time in the Club's history in 2010.

The UA Hydrastrike® II FG combines Under Armour's innovative proprietary performance materials including Micro G® foam for a revolutionary fit and maximum responsiveness, 4D Foam™ cushioning to distribute cleat pressure and UA CoreSpeed™ Plate to enhance the foot's natural ability to accelerate in any direction.

### **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.ua.com](http://www.ua.com).