



UNDER ARMOUR'S FIRST BRANDED RETAIL STORE OPENS IN

With an Entryway Inspired by the Energy of an Athlete's Experience Inside a Stadium Tunnel, the Performance Apparel and Footwear Brand's First Branded Retail Store Makes its Debut

Baltimore, MD (November 1, 2007) – Under Armour, Inc. (NYSE: UA) today opens the entryway that leads to its first full-line retail store -- a 100% unfiltered brand experience built to enable consumers to immerse themselves in Under Armour's brand and performance products. Under Armour debuts the 4500 sq. ft. retail space at the Westfield Mall in Annapolis, Maryland.

The store features an immense bronze statue of brand ambassador "Big E", a groundbreaking tunnel entryway, a 120-inch rear projection HD television screen, and a look and feel that represents the collision of athletics, science, industry and performance. Once inside the tunnel entryway, visitors will be engaged by a state-of-the-art and bigger-than-life audio visual experience and will be able to shop a full range of Under Armour performance apparel and footwear.

The Annapolis store marks Under Armour's entry into the branded retail space. Located in close proximity to the Under Armour world headquarters in Baltimore, the new store will serve as a brand touch point with the performance athlete as well as a retail and merchandising pilot center for new brand campaigns to be rolled out to a larger retailer partner community.

"We want the consumer to experience what it feels it to be in an Under Armour commercial," said Kevin Plank, Chairman and CEO, Under Armour, Inc. "We've built the physical manifestation of the Under Armour Brand. From our perspective, we look to this store to make us a better retail partner, merchandiser and listener to our consumer. As for our consumers, we hope they see the store as an extraordinary and authentic Under Armour experience. It will be like nothing they've ever experienced."

Kick-Off Annapolis, the store opening ceremony on Thursday, November 1st, features a ribbon cutting ceremony with Chairman and CEO Kevin Plank, and continues with weekend appearances by Team UA athletes Ray Lewis of the Baltimore Ravens (Saturday, November 3rd) and World Champion figure skater Kimmie Meissner (Sunday, November 4th).

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.