



## **Under Armour® Launches Third Installment of "Protect This House" TV Ad Trilogy, Teasing First Footwear and Entrance into Football Cleat Market**

BALTIMORE – Under Armour® Performance Apparel announced the launch of the third installment of its “PROTECT THIS HOUSE” advertising campaign, which debuted in the company’s unique 90-second MicroMovie format during the 2005 ESPY Awards on July 17th. The spot - and corresponding 15-second bumpers – aired during the July 17th ESPY red carpet festivities (8 p.m. ET on ESPN2) and the evening’s award show (9 p.m. ET on ESPN). The much anticipated third chapter of the “PROTECT THIS HOUSE” trilogy will continue airing throughout the 2005-06 collegiate and NFL football season, and will serve as a teaser for the performance apparel originator’s entrance into the football cleat market, expected to be officially unveiled in 2006.

This 90-second MicroMovie is the third chapter of Under Armour’s ADDY-award winning “PROTECT THIS HOUSE” campaign, which has generated more than 500,000 e-mail and phone responses from consumers since it first aired in Fall 2003. The campaign’s intense call-and-answer dialogue (visit [www.underarmour.com](http://www.underarmour.com) to view the Fall 2003 and 2004 spots) rapidly created a viral effect, becoming a part of game day ritual for players and fans across the country.

“Under Armour’s ‘PROTECT THIS HOUSE’ campaign has taken on a life of its own, resonating with athletes in a way we always knew was possible but was previously untapped,” commented Steve Battista, Under Armour’s vice president of marketing. “Athletes and sports fans worldwide have expressed a profound interest in the ‘Big E’ character and ‘Team Under Armour®’ featured in our original ‘PROTECT THIS HOUSE’ commercial, and then again after seeing the second installment last year. They asked for more, and that’s what we’re giving them in this intense, authentic third chapter.”

“PROTECT THIS HOUSE 3” features the campaign’s star, Dallas Cowboy Eric Ogbogu, alongside NFL players Julius Jones (Dallas Cowboys), Jonathon Vilma (New York Jets), and David Pollack (first-round draft pick, Cincinnati Bengals). The spot walks through a retrospective look at the playing days of Ogbogu’s “Big E” character, from childhood through college and to his present-day role leading Team Under Armour® in its battle against Team Goliath. At the conclusion of the 90-second commercial, the words “Click-Clack,” the sound of cleats hitting the pavement, and the silhouette of a shoe tease Under Armour’s entrance into the football cleat market, expected to be officially announced in 2006.

Produced by Rip Lambert of Producer’s Video and Marcus Stephens, Under Armour’s creative director, the “PROTECT THIS HOUSE 3” storyline was conceived entirely in-house by Kevin Plank, Under Armour’s president and founder, Steve Battista, vice president of marketing, and Nathan Shriver, an Under Armour® art director. Web and print advertisements will support the TV spots throughout 2005.

This year marked Under Armour’s second year as co-presenting sponsor of the ESPY Awards, as well as the second annual presentation of the Under Armour® Undeniable Performance ESPY Award during the July 17th broadcast.