



October 1, 2012

Under Armour Names Leanne Fremar SVP, Executive Creative Director for Women's

Industry Expert to Lead Continued Expansion of Women's Category with Annual Growth Rate of 30% Over the Last Five Years

Baltimore, MD (October 1, 2012) – Under Armour (NYSE:UA), the leader in performance apparel, footwear and accessories, announced today that Leanne Fremar has been named SVP, Executive Creative Director for Women's, effective November 11, 2012. Fremar, who brings extensive industry experience to the Under Armour team, will oversee Women's Brand Marketing, Product, and Design in this newly-established role and will hold a position on the performance brand's executive committee.

Fremar joins Under Armour from Theory, where she served as the brand's Creative Director for the past 10 years. In that position, she was actively involved in the global development of the Theory brand. Prior to Theory, Fremar held leadership positions at Gucci Group and Polo Ralph Lauren.

"This is an incredible opportunity to join a powerful brand with a unique position," Fremar said. "Over the past several years, I have watched the Under Armour Women's category grow at an exciting pace. I believe Under Armour is uniquely positioned to lead and bring a new perspective to performance apparel, footwear and accessories for active women everywhere."

"Leanne's leadership and proven success in the industry make her a valuable addition to our team, and I'm excited to welcome her to the Under Armour family," said Under Armour Senior Vice President of Apparel and Accessories, Henry Stafford. "This expansion of our executive team is a testament to the sustained growth and momentum of Under Armour Women's."

This past month, Under Armour launched its "Sweat Every Day. I Will." campaign, the brand's largest women's initiative to date. The campaign is highlighted by :15, :30, and :60 video spots that depict female athletes performing a series of grueling studio, training, and running activities. "Sweat Every Day" spots will continue to appear this month on several national television networks, including Bravo, E!, MTV, VH1 and on top media sites, including Hulu.com, MTV.com, FitSugar.com and Facebook. Under Armour is also hosting a series of training events throughout the country in key markets.

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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