



## **UNDER ARMOUR AND WELSH RUGBY UNION SIGN OFFICIAL KIT SUPPLIER AGREEMENT**

Baltimore, MD (February 14, 2008): The Welsh Rugby Union and Under Armour today announced a comprehensive four-year official kit supplier agreement for Under Armour to supply the full range of technical performance apparel for all of the Wales international teams and support staff. Under Armour, the originators of performance apparel, will design a new international playing kit based on the innovation and technology that goes into the construction of the superior apparel the brand has created for athletes since 1995. The senior Wales team will debut the full kit at this year's Invesco Perpetual Series 2008. The wide-ranging agreement will also deliver playing, training and support staff apparel for age group international squads, the Wales Sevens team and the Welsh women's squad. "This is a historic day for Under Armour globally to partner with an international rugby nation of the stature and pedigree of Wales," said Peter Mahrer, Under Armour Europe President and Managing Director. "We look forward to working with the WRU to supply rugby's most technologically advanced rugby apparel and equipment. We see it as another key element in establishing our authentic Brand on field first as we grow our presence in Europe. "We were enormously impressed by Under Armour's story and product," said Roger Lewis, WRU Group Chief Executive. "The technology involved with Under Armour products demonstrates an innovative and forward-thinking company that is very cutting edge." The brand has an official supplier agreement with New Zealand side Canterbury RFU and has developed significant club, athlete, and sports governing body partnerships across the major UK sports of rugby, football and cricket.

In addition to the United Kingdom, Under Armour performance apparel is currently available in Australia, Austria, the Benelux, France, Germany, Greece, Iberia, Italy, Latin America, New Zealand, Scandinavia, South Africa, and Switzerland. The company is committed to working towards further integration into European sport by converting rugby, football, cricket, ice hockey and handball players to the high-tech performance wear that has made Under Armour an integral part of an athlete's performance.

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](http://www.underarmour.com)