



## **Under Armour Announces a Series of Distribution Agreements to Bolster International Expansion**

**--Strategic Partnership Deals Designed to Further Position Under Armour as a Leader in the Sporting Goods Market on an International Level--**

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BALTIMORE, MD (July 25, 2006) - Under Armour, Inc. (NASDAQ: UARM), a leading developer, marketer and distributor of branded performance apparel, footwear and accessories, today announced that it has signed a series of agreements with key international master agents and distributors to manage the distribution of Under Armour products on a global level. These strategic partnerships are designed to service local retailers' demand for Under Armour products to help sustain Under Armour's continued growth throughout international territories. The terms of each agreement provide for distribution rights of Under Armour in the following countries:

- Equation Performance: France and Andorra
- Main Sport: Germany and Austria
- Sportbox SRL: Italy
- Fiddes Enterprises: Australia/Pacific Islands
- SGA Vanneste: Belgium, Luxembourg and the Netherlands
- MnO International: Sweden, Finland, Norway, Denmark, Iceland, Estonia, Lithuania, and Latvia.

"Under Armour's international expansion is a key component of our long-term growth strategy for the brand," said Ryan Wood, President of Under Armour Europe B.V. "By partnering with these key distributors and master agents, we are confident that Under Armour will continue to further its position as a world leader within the premium sporting goods industry."

About Under Armour Under Armour® (NASDAQ: UARM) 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 professional football, baseball, and soccer players, as well as athletes in major collegiate and Olympic sports. The Under Armour European headquarters is located in Amsterdam's Olympic Stadium, and its global headquarters is located in Baltimore, MD. For further information, please visit the Company's website at [www.underarmour.com](http://www.underarmour.com).

Forward Looking Statements Some of the statements contained in this press release constitute forward-looking statements. Forward-looking statements relate to expectations, beliefs, projections, future plans and strategies, anticipated events or trends and similar expressions concerning matters that are not historical facts, such as statements regarding our future financial condition or results of operations, our prospects and strategies for future growth, the development and introduction of new products, and the implementation of our marketing and branding strategies. In many cases, you can identify forward-looking statements by terms such as "may," "will," "should," "expects," "plans," "anticipates," "believes," "estimates," "predicts," "outlook," "potential" or the negative of these terms or other comparable terminology. The forward-looking statements contained in this press release reflect our current views about future events and are subject to risks, uncertainties, assumptions and changes in circumstances that may cause events or our actual activities or results to differ significantly from those expressed in any forward-looking statement. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future events, results, actions, levels of activity, performance or achievements. Readers are cautioned not to place undue reliance on these forward-looking statements. A number of important factors could cause actual results to differ materially from those indicated by the forward-looking statements, including, but not limited to: our ability to manage our growth effectively; our ability to maintain effective internal controls; increased competition causing us to reduce the prices of our products or to increase significantly our marketing efforts in order to avoid losing market share; changes in consumer preferences or the reduction in demand for performance apparel and other products; our ability to accurately forecast consumer demand for our products; reduced demand for sporting goods and apparel generally; failure of our suppliers or manufacturers to produce or deliver our products in a timely or cost-effective manner; our ability to accurately anticipate and respond to seasonal or quarterly fluctuations in our operating results; our ability to effectively market and maintain a positive brand image; the availability and effective operation of management information systems and other technology; our ability to attract and maintain the services of our senior management and key employees; and changes in

general economic or market conditions, including as a result of political or military unrest or terrorist attacks. The forward-looking statements contained in this press release reflect our views and assumptions only as of the date of this press release. We undertake no obligation to update any forward-looking statement to reflect events or circumstances after the date on which the statement is made or to reflect the occurrence of unanticipated events.