



Under Armour and Three-Time Super Bowl Champion Tom Brady Form Multi-Year Partnership

Signing of Future Hall of Fame Quarterback Elevates Under Armour's NFL Roster, Re-asserts Brand's Dominance in Football

Baltimore, MD (November 8, 2010) - **Under Armour (NYSE:UA)**, the Baltimore, MD-based leader in sports performance apparel, footwear and accessories, announced today a multi-year partnership with three-time Super Bowl champion and NFL Most Valuable Player, Tom Brady. The owner of multiple NFL records and one of the winningest quarterbacks of all time, Brady is the highest profile team sport athlete to join the Under Armour family.

As the newest member of the Under Armour team, Brady will appear in various in-store and advertising promotional campaigns. Brady bolsters a formidable offensive line-up for Under Armour, who also reached agreements earlier this season with Pro-Bowl wide receivers Miles Austin and Anquan Boldin. Brady will be wearing Under Armour apparel and footwear for training and will also be debuting a new customized Under Armour Fierce cleat in games in the near future.

"Tom Brady represents a lot of what Under Armour is all about," said Kevin Plank, Founder and CEO, Under Armour. "He's humble and hungry and continues to be focused on winning and getting better every single day. We're proud to have him in our brand as he continues to re-write the NFL record books."

A two-year starter at the University of Michigan, Brady was overlooked by most NFL teams before the New England Patriots claimed him with the 199th selection of the 2000 NFL Draft. He began that season as the fourth quarterback on the Patriots' depth chart. A year later, Brady guided one of the biggest NFL upsets of all-time, as the Patriots defeated the heavily-favored St. Louis Rams, 20-17, in Super Bowl XXXVI.

"I am very excited to team up with Kevin Plank and the Under Armour family," added Brady. "It was important for me to align with a brand that shares my values and helps me perform at my best. Under Armour makes cutting-edge products for the next generation and for athletes who compete at the highest level."

Brady earned the first of two Super Bowl MVPs for his performance against the Rams, and he is one of four quarterbacks to earn three Super Bowl victories. His rise from back-up signal caller to global superstar remains one of the most improbable success stories in modern sports.

A six-time Pro Bowler, Brady engineered 21 straight victories during the 2003 and 2004 seasons. Three years later, he threw an NFL record 50 touchdown passes, as the Patriots became the second team in NFL history to post an undefeated regular season.

The signing of Brady is another momentous move for Under Armour, which recently released its first-ever basketball shoe and introduced a women's-focused interactive Facebook community earlier this fall.

The partnership between Under Armour and Tom Brady was handled by Steve Dubin and Don Yee of Los Angeles-based Yee & Dubin Sports. For inquiries regarding Tom Brady, please call 213-892-7420.

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.