



Under Armour Signs Multi-Year Senior Bowl Title Sponsorship

Baltimore-based Performance Innovator to Outfit the Nation's Top Collegiate Football Talent at this Premier Pre-Draft Event

BALTIMORE - Under Armour, Inc. (NASDAQ: UARM) announced today a multi-year title sponsorship of the Senior Bowl, the nation's most unique football game and football's premier pre-draft collegiate event. Coming on the heels of Under Armour's designation as an authorized supplier of footwear to the NFL, this partnership with the country's top college-level talent is the next step in the company's commitment to on-field authenticity.

The Senior Bowl annually features 100 of the best senior collegiate football players and top NFL draft prospects on teams representing the North and South. Coaching staffs from two NFL teams oversee each squad, and the game and its practices will be televised by the NFL Network.

Over 560 former Senior Bowl players are currently active in the NFL, and the 2006 NFL Pro Bowl rosters featured 26 former Senior Bowl players. Over the past six years, the Senior Bowl has featured an average of 11 NFL first-round draft choices each year with 95 percent of players in the game making active NFL rosters. The 2007 game will be played on January 27 at Ladd-Peebles Stadium in Mobile, Alabama.

"The Senior Bowl is the pinnacle of collegiate on-field authenticity and we're proud to be on the field with the future stars of the NFL," said Under Armour Chairman and CEO Kevin Plank. "This partnership strengthens Under Armour's mission to deliver the very best performance products to all levels of athletes, from head to toe."

Under Armour brings its expertise in performance apparel and rich history on the gridiron to the Senior Bowl athletes in what is essentially the first game of these players' potential NFL careers. With access to the most technologically advanced apparel on the market, participants will be able to perform at optimum levels in the week-long practices and game that are the key tools used by NFL coaches, scouts and training staffs to judge the best talent in the country as they prepare for the draft.

"We're very pleased that Under Armour is now the title sponsor of the Senior Bowl game," said Senior Bowl President and CEO Steve Hale. "As the originator of performance apparel, Under Armour is an innovative, worldwide corporation whose title sponsorship will greatly enhance our event and the overall Senior Bowl experience not only for our players, but also for the NFL coaches and scouts and thousands of fans who attend our game each year."

Under Armour, known as the originator of moisture wicking performance apparel worn by athletes, launched its first line of footwear-football cleats-during the NFL draft this past April with a major media campaign entitled CLICK-CLACK™, a reference to the sound that cleats make on concrete just before the players step on the field. NFL players featured in that marketing campaign include 2006 first-round draft picks A.J. Hawk (Green Bay Packers) and Vernon Davis (San Francisco 49ers) in addition to Jeremy Bloom, the former Olympic freestyle skier drafted by the Philadelphia Eagles and veterans Julius Jones (Dallas Cowboys) and Jonathan Vilma (New York Jets).

About Under Armour, Inc.

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.

About the Senior Bowl

The Senior Bowl is the nation's most unique football game and football's premier pre-draft event, annually featuring the country's best senior collegiate football stars and top NFL draft prospects on teams representing the North and South which are coached by the entire coaching staffs from two National Football League teams. The Senior Bowl is also attended annually by over 700 NFL coaches, scouts and front office personnel searching for the next great NFL superstar. For more information, visit the bowl's website at www.seniorbowl.com.