



Under Armour Signs Multi-Year Partnership with All-American Julio Jones

Former University of Alabama Wide Receiver to Debut E39 Shirt, Under Armour's Newest Technology, and Unveil New TV Spot at NFL Scouting Combine

Baltimore, MD (February 25, 2011) - **Under Armour (NYSE:UA)**, the Baltimore, MD-based leader in sports performance apparel, footwear and accessories, announced today a multi-year partnership with former University of Alabama wide receiver Julio Jones.

A projected first round pick in the 2011 NFL Draft, Jones will wear Under Armour footwear and apparel beginning at this week's NFL Scouting Combine, where he will debut the Under Armour E39 compression shirt, the world's most innovative athletic evaluation and improvement tool. The E39 shirt has numerous capabilities including measuring speed, g-force, horsepower, heart rate, and breathing rate to provide a clear picture of performance capabilities. He will be wearing a customized Combine shoe with a platinum upper and velocity green outsoles.

Jones also will appear in an advertising and in-store campaign in 2011. He will be featured in a new TV spot and digital campaign highlighting the new E39 shirt that will showcase Julio's dedication to training as he prepares for the NFL. The new spot, which was shot on-location at Ford Field in Detroit, will debut on NFL Network during the NFL Scouting Combine. Multiple versions of the spot, as well as various multi-media extensions, will be released between the NFL Scouting Combine and the NFL Draft in April.

"Julio Jones has distinguished himself as an outstanding athlete, as well as a proven leader and champion," said Matt Mirchin, Senior Vice President of Sports Marketing, Under Armour. "As a game-breaker and difference-maker on the field, Jones is an ideal athlete to help us launch the E39 shirt and to continue to showcase Under Armour innovation."

Jones, an AP All-American, helped the Crimson Tide to a BCS National Championship as a sophomore. During that undefeated 2009 campaign, Jones set single-season school records for catches (78) and receiving yards (1,133), and he ranks second on Alabama's career list for both receptions and receiving yards.

"Under Armour has always been on the cutting-edge of innovation and performance. I experienced that first-hand when I played in the Under Armour All-America Game in 2008, and I have seen it continue with the E39 shirt," said Jones.

The E39 compression shirt tracks the body's biometric signals and transmits this data to a computer for evaluation by athletes, trainers and coaches. Electronic touchpoints throughout the E39 shirt communicate with a device in the front of the shirt called the Bug, which holds all of the athlete's performance data. The E39 shirt powered by Zephyr technology utilizes the same innovation employed by the US Special Forces.

Jones is the latest offensive star to join the Under Armour family, including 2010 NFL MVP Tom Brady, Pro-Bowl wide receivers Miles Austin and Anquan Boldin and 2010 Heisman Trophy winner Cam Newton.

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.