



Under Armour® Taps Top NFL Draft Picks A.J. Hawk and Vernon Davis to Launch Performance Footwear Line

Potential First-Rounders A.J. Hawk and Vernon Davis Train Hard for the Big Game During "Click-Clack"

Nationwide Television Campaign Featuring Top Picks to Launch April 29th During ESPN Coverage of NFL Draft

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BALTIMORE, April 27, 2006 - Just as top NFL picks are readying for the NFL Draft this coming week, Under Armour is readying for one of the most highly anticipated launches in the company's ten-year history - its foray into performance footwear, launching in retail stores nationwide on June 3, 2006. Who better to launch the shoes in its upcoming television campaign airing during ESPN coverage of the NFL Draft beginning April 29th than some of the hottest athletes in this year's Draft - top prospects Ohio State linebacker, A.J. Hawk, and University of Maryland tight end, Vernon Davis.

"Both A.J. and Vernon are prototypical Under Armour players," commented Kevin Plank, chairman, CEO and founder of Under Armour, and former University of Maryland special teams captain. "They are game changers, and we are proud to have them representing our Brand and being some of the first players to work out in our new cleats."

Joining Hawk and Davis in the spots are Jeremy Bloom, Olympic freestyle skier who is returning to the gridiron fresh off the slopes in Torino, and NFL veterans Jon Vilma of the New York Jets, Julius Jones of the Dallas Cowboys, and Eric Ogbogu, a.k.a. the Big E, star of Under Armour's renowned "PROTECT THIS HOUSE" campaign. The spots will feature the athletes in a variety of hard training maneuvers, such as speed drills and weight lifting, all in preparation for the big game.

From the company with its roots firmly planted on the Gridiron comes the highly anticipated launch of a series of cleated footwear designed to help athletes outperform competitors on the football field. Click-Clack, the sound of cleats on concrete leading onto a football field, is the name that Under Armour has coined for the launch. A subhead to the Click-Clack tagline, "I Think You Hear Us Coming," has acted as a double entendre referring to the Brand's momentum as well as its entry into the category.

The company's PROTECT THIS HOUSE campaign last year is where viewers got a first glimpse of what was to come from Under Armour - a teaser during the commercial where viewers heard the sound of cleats on concrete leading onto a football field. Since then, Under Armour has rolled out a series of print advertising campaigns in ESPN The Magazine that have revealed only snippet views of the cleats. Consumers are now able to get a sneak preview of models of the performance footwear and pre-order their own pair at select retailers nationwide, or on-line at www.underarmour.com/click-clack. For each pre-order, customers will receive a limited edition set of "dog tags" imprinted with "Click-Clack."

"It's much more than a product launch - it's a natural extension of the brand on the football field and something that both Under Armour fans and the industry at large have been clamoring for over the years," commented Steve Battista, vice president of brand marketing for Under Armour.

A.J. Hawk is the 6'1", 247-pound linebacker from Ohio State University, and is a first-round hopeful in this year's NFL Draft. According to the official NFL Draft site, "He is a thickly built linebacker with the rare acceleration, playing speed and closing ability that few linebackers have -- once he gets started towards the ball carrier, he finds a way to get there and make the play. He is an aggressive player who will take on lead blockers strong at the point of attack, can stack things up, shed the block, and make the tackle. While Hawks is an excellent player vs. the run, he is unique, in that he is almost as good in coverage as he is against the run -- he can consistently break up passes in zone and man-to-man coverage."

Vernon Davis is the 6'3", 256-pound tight end from University of Maryland thought to be among the top picks for the Draft this year. According to the NFL Draft site, "He is an elite athlete with the hands, explosiveness and playing speed to make an immediate impact as a receiver and will force defensive mismatches consistently because linebackers lack the speed to cover him in tight man-to-man and he can out-muscle safeties who try to cover him."

About Under Armour, Inc.

Under Armour® (NASDAQ: UARM) is a leading developer, marketer and distributor of branded performance products for men, women and youth. 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 worn by professional football, baseball, and soccer players, as well as athletes in major collegiate and Olympic sports. The Company's products are currently sold in the United States, Canada, Japan and the United Kingdom. The Company's global headquarters is located in Baltimore, MD. For further information, please visit the Company's website at www.underarmour.com.

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