



UNDER ARMOUR NAMED EXCLUSIVE OFFICIAL OUTFITTER OF UNIVERSITY OF MARYLAND ATHLETICS

Terps Sign Five-Year Uniform and Footwear Agreement With Performance Apparel Leader

COLLEGE PARK, Md. (September 2, 2008) – The University of Maryland Department of Athletics and Under Armour, Inc. (NYSE:UA) announced Tuesday that the Baltimore-based leader in performance apparel and footwear will become the exclusive official outfitter of Maryland Athletics effective January 1, 2009.

The five-year, \$17.5 million agreement gives Under Armour the right to provide uniforms, apparel and footwear to each of the Terps' 27 varsity sports, including football, men's and women's basketball, lacrosse and soccer. Under Armour has previously signed apparel partnerships with Maryland's football, men's soccer, and men's lacrosse teams. The University's new department-wide outfitter agreement includes an annual Under Armour product allowance as well as a rights fee, marketing entitlements, event tickets, and retail licensing rights. The contract includes two one-year options exercisable with both parties' consent.

"The University of Maryland is a perfect match for the Under Armour brand with a rich heritage in performance and undeniable spirit to be the best," said Kevin Plank, Under Armour Chairman and CEO. "Maryland has a tremendous, loyal fan base right in our own backyard and we believe this partnership will have an immediate positive impact for our brand and the top-level athletic program at the University."

"This new Maryland Athletics partnership with Under Armour is a source of great satisfaction and excitement," said University of Maryland Director of Athletics Deborah A. Yow. "We believe Under Armour is clearly positioned to be the industry leader in athletic apparel and footwear, across the country as well as globally."

Under Armour, the originators of performance apparel, has transitioned athletes into moisture-wicking apparel since 1996. Under Armour products are sold worldwide and worn by athletes at all levels, from youth to professional, on playing fields around the globe.

"The University is very proud of Kevin Plank and his accomplishments at Under Armour," said President C. D. Mote, Jr. "As a Maryland graduate he is an inspiration to our students and others here on multiple fronts: his ethics, his entrepreneurship, and his investment in the community are remarkable. He is an outstanding mentor for many students who aspire to his standard."

Kevin Plank founded Under Armour after playing college football as a special teams captain for the University of Maryland football team. He earned his Bachelor of Science degree in Business Administration from Maryland and is a member of the Board of Trustees of the University of Maryland College Park Foundation.

About Under Armour, Inc. Under Armour® (NYSE: UA) 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 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.