



UNDER ARMOUR, INC. APPOINTS VICE PRESIDENT OF HUMAN RESOURCES

Melissa Wallace, Industry Veteran, to Helm Global Human Resources Department

Baltimore, Md. (January 9, 2007) – Under Armour, Inc. (NYSE: UA) today announced the appointment of Melissa Wallace as the company's Vice President of Human Resources. The new position is designed to further enhance Under Armour's executive management team as the company continues its expansion in domestic and international markets. Ms. Wallace will report to Kevin Plank, Chairman and Chief Executive Officer of Under Armour, Inc.

In her role as Vice President of Human Resources for Under Armour, Ms. Wallace will be responsible for fostering a global human resources department that will handle organizational planning and development, recruiting, training, employee relations, compensation, benefits, and other key employee services.

Ms. Wallace brings over 20 years of expertise in human resources, spanning both the wholesale and retail side of apparel and specialty goods. Ms. Wallace comes to Under Armour after five years as Vice President of Human Resources at Party City, a \$1B specialty retailer, having also held executive positions at the Ann Taylor Store Corporation and Liz Claiborne, Inc.

"Melissa brings a wealth of knowledge and passion, which will help take Under Armour's human resources capabilities to the next level as we continue on our path of international expansion," said Kevin Plank, Under Armour Chairman and Chief Executive Officer. "Under Armour's team members are our greatest asset, and Melissa will be instrumental in helping us grow our global team."

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 professional football, baseball, and soccer players, as well as athletes in major collegiate and Olympic sports. The Under Armour global headquarters is in Baltimore, Maryland, and there are UA offices in Denver, Amsterdam, Hong Kong, and Toronto. For further information, please visit the Company's website at www.underarmour.com. ###