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Under Armour Launches New Sleep & Recovery System, Backed By Science And Validated By Athletes

New System Includes First Recovery Sleepwear Line Created in Collaboration with Tom Brady to Help Athletes Optimize Rest and Recovery

LAS VEGAS, Jan. 5, 2017 /PRNewswire/ -- Today at CES in Las Vegas, Under Armour (NYSE: UA, UAA) revealed a new revolutionary sleep and recovery system including the brand's first-ever Athlete Recovery Sleepwear powered by TB12™ and a new UA Record™ app experience, both designed to improve sleep and overall athlete performance. UA Athlete Recovery Sleepwear was developed in collaboration with Under Armour athlete Tom Brady, who credits sleep as one of the most important components to his training regimen. Along with the brand's newly announced line of recovery-focused Record Equipped running footwear, the Athlete Recovery Sleepwear will be on display at Under Armour's booth at CES (#43912).



"At Under Armour our goal is to constantly innovate and uncover new solutions that take performance to the next level," said Kevin Haley, President of Innovation and Category Management, Under Armour. "We are providing athletes with untapped insight and guidance into the importance of sleep and recovery in a way that's truly unique to Under Armour - with a revolutionary Sleep Recovery System that was created for athletes, by athletes."

Through the new UA Athlete Recovery Sleepwear, Brady and Under Armour aim to provide all athletes with the off-field support that will maximize their ability to perform. Under Armour has incorporated the bioceramics technology-used and validated by TB12-into a pattern lining the garments, which are designed to maximize comfort and fit. The pattern includes special bioceramic particles that absorb infrared wavelengths emitted by the body and reflect back Far Infrared, helping the body recover faster while promoting better sleep.

"I firmly believe that sleep and recovery are critical aspects of an effective and holistic training program," said Tom Brady. "Proper sleep has helped me get to where I am today as an athlete and it is something that I continue to rely on every day. I am excited to partner with Under Armour to bring game-changing sleepwear with the same bioceramics technology I use to athletes all around the world."

Under Armour is also launching a major update to the UA Record mobile app: a Sleep Recovery System. New features within UA Record provide a deep understanding into an athlete's sleep schedule and help users set smart guardrails and goals that put them on a path towards sleep optimization. The Sleep Recovery System works by:

- 1 **Tracking sleep:** Using UA Band, a phone or supported third party sleep-tracking device, this feature automatically monitors your sleep each night.
- 1 **Delivering detailed analysis:** A proprietary 14-day Sleep Score assesses the quality of sleep; requiring users to

establish *consistent* patterns of quality sleep to improve, while the UA Body Clock establishes consistent bed/wake times.

- 1 **Custom coaching:** UA Record offers timely reminders, insights, and tips to provide direct guidance on how to improve sleep habits and maximize recovery and performance.

By using the Athlete Recovery Sleepwear and UA Record together as a system, athletes will be able to accelerate recovery time and gain a deeper understanding of their sleep. As part of the system, Brady also helped develop six steps to better sleep to further educate athletes, which will be incorporated in retail packaging and available on UA.com/TB12.

"By monitoring trends within our Connected Fitness communities, we've seen an uptick in athletes who are adopting a 24/7 training mentality, which led us to think about factors like sleep and recovery and how important they are to overall performance," said Mike Lee, Chief Digital Officer, Under Armour. "This drove our focus to make all athletes better through the science of sleep and recovery, and to unlock the potential for athletes to use sleep as a weapon to reach their absolute peak."

Under Armour's science-backed approach to sleep and recovery is strengthened by a new collaboration with Johns Hopkins Medicine centered around tracking, understanding and analyzing sleep patterns. Under Armour has engaged a team of sleep experts at Johns Hopkins Medicine who are working to study the effectiveness of sustained patterns in improving overall sleep behaviors. This in-depth evaluation on sleep comprises the first scientific study powered by the Under Armour Connected Fitness platform and will help shape the brand's sleep products and UA Record user experience.

Under Armour has expanded its presence at CES this year with unique programming, new core products and appearances from the brand's arsenal of world-class athletes. Under Armour Founder and CEO Kevin Plank will lead a keynote presentation on Friday, January 6 from 3:00-4:00 p.m. PST to discuss the brand's commitment to recovery and the newest chapter of Under Armour Connected Fitness. A complete schedule of programming, including athlete appearances from Michael Phelps, Bryce Harper, Georges St-Pierre, Natasha Hastings and Mikaela Mayer can be found at <https://blog.underarmour.com/gear/under-armour-ces-2017>.

Under Armour's Athlete Recovery Sleepwear is priced from \$80 - \$100 and is available now on UA.com and at select Under Armour Brand Houses. The new line of Record Equipped running footwear retails for \$140.00 - \$160.00 and is available for pre-order now on UA.com, with a launch date of February 1. To get connected, download the UA Record app on the [App Store](#) or on [Google Play™](#).

About Under Armour, Inc.

Under Armour, the originator of performance footwear, apparel and equipment, revolutionized how athletes across the world dress. Designed to make all athletes better, the brand's innovative products are sold worldwide to athletes at all levels. The Under Armour Connected Fitness™ platform powers the world's largest digital health and fitness community through a suite of applications: UA Record, MapMyFitness, Endomondo and MyFitnessPal. The Under Armour global headquarters is in Baltimore, Maryland. For further information, please visit the Company's website at www.uabiz.com.

Under Armour has two classes of publicly traded common stock listed on the New York Stock Exchange: Class C stock trades under the ticker symbol "UA" and Class A stock trades under the ticker symbol "UAA". For more information about Under Armour's stock, please visit the Company's Investor Relations website at <http://www.uabiz.com/investors.cfm>.



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