



May 25, 2017

## **Under Armour Announces The 2017 Tom Brady Asia Tour Powered By Under Armour**

### **Fresh off the Greatest Championship Comeback in History, Brady and Under Armour Embark on a Multi-City Tour through China and Japan and Launch UA Athlete Recovery Sleepwear**

BALTIMORE, May 25, 2017 /PRNewswire/ -- Today, Under Armour (NYSE: UA, UAA) and Tom Brady announce the 2017 Tom Brady Asia Tour Powered by Under Armour. As Under Armour continues to expand its presence in Asia, the tour brings the five-time World Champion and two-time MVP to the region to immerse himself and the brand in the culture, and connect with fans. Brady will help further Under Armour's mission of making all athletes better by providing a sneak peek into his holistic training regimen and showcasing the importance of sleep and recovery, which has driven him to achieve unrivaled success in his career.



The 2017 Tom Brady Asia Tour Powered by Under Armour begins in Beijing on Sunday, June 18, and includes visits to Shanghai and Tokyo over six days. At all stops, programming will be aimed at engaging fans and the public around the excitement of football and training for the sport, with a focus on recovery. Brady will take this opportunity to launch his Weibo account to engage with fans across China. Brady and Under Armour will also showcase the first line of Athlete Recovery Sleepwear in Asia as he credits sleep and recovery as important components to his training regimen.

UA Athlete Recovery Sleepwear powered by TB12™ is designed to help your body recover faster and promote better sleep. Inspired by Tom Brady's focus on recovery, Athlete Recovery Sleepwear incorporates bioceramics technology - used and validated by TB12 - into a pattern lining the apparel. This pattern includes special bioceramic particles that absorb the body's natural heat and reflect back Far Infrared energy, helping the body recover faster while promoting better sleep. Through the new UA Athlete Recovery Sleepwear, Brady and Under Armour aim to provide all athletes with an off-field recovery advantage that will maximize their on-field performance.

"I am excited about the opportunity to be able to connect with the people in China and Japan, experience the incredible culture, and share my love for the game with my fans," said Brady. "The tour will be rewarding for me as I experience Shanghai, Beijing and Tokyo; I hope to learn more about the next generation of athletes in Asia and to inspire them to always push boundaries through hard work, dedication, humility, and perseverance both on and off the field."

An exclusive training activation with media and select guests leads the Beijing visit, and will also include a retail event with local football ambassadors. In Shanghai, Brady will celebrate the grand opening of the latest Shanghai Under Armour Brand House and will also host an exclusive football clinic to offer an authentic training experience for local athletes. Finally, Brady will head to Tokyo for an immersive clinic with local players and fans at Ariake Coliseum. Dozens of local quarterbacks and coaches will learn, work and train with Brady for a once-in-a-lifetime experience. Brady will then host a retail activation to help launch Athlete Recovery Sleepwear locally for athletes interested in performance through a holistic 24/7 approach, including recovery.

"Tom Brady is one of the greatest athletes of our time and we are excited to connect him with the fans and cultures of China and Japan in an up-close and personal way," said Ryan Kuehl, Under Armour Senior Vice President, Global Sports Marketing. "We believe Tom will have a tremendous impact and we are excited for Tom to share his dedication to training and the game of American football with our fans in China and Japan, who are embracing and participating in sports and fitness in record numbers."

In addition to the retail and training activations, Brady will be immersing himself into the cultures of each city, experiencing local food, art and sport throughout his time. Some of the highlights of his trip include a visit to the Great Wall, sightseeing in Yu Yuan Garden, a walk-through of the Shanghai literature institute of traditional Chinese medicine and a lesson in the art of Sumo wrestling.

Key Dates for the 2017 Tom Brady Asia Tour Powered by Under Armour:

- | June 18-19: Beijing
- | June 20: Shanghai
- | June 21-22: Tokyo

To follow the tour experience in real time, be sure to follow @UnderArmour on Instagram and Snapchat.

### **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](http://www.uabiz.com).

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/under-armour-announces-the-2017-tom-brady-asia-tour-powered-by-under-armour-300463862.html>

SOURCE Under Armour, Inc.

News Provided by Acquire Media