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Under Armour Launches "It Comes From Below", A Multi-Sport Campaign Featuring Bryce Harper, Cam Newton And Under Armour Running

Global Marketing Campaign Spotlights the Power of Footwork as an Athlete's Secret Performance Weapon

BALTIMORE, July 11, 2016 /PRNewswire/ -- Today, Under Armour (NYSE:UA, UA.C) unveils its newest global marketing campaign, which highlights footwork as a critical component and skill in every athlete's arsenal, and underscores the brand's commitment to creating footwear that maximizes this performance weapon. Driven by the tagline "It Comes From Below," the campaign shows that every great sporting moment starts with the feet and that strong footwork, while often overlooked, provides the foundation to defy expectations and achieve athletic excellence.



In time for the 2016 MLB All-Star Game presented by MasterCard, the campaign debuts with a television and digital spot and will continue with a number of digital content extensions featuring reigning National League MVP and four-time All-Star, Bryce Harper. In the campaign film "Numbers," Under Armour tells Harper's story through the voice of his high school coach, Sam Thomas. As he points out the numbers that have put pressure on Harper throughout his career, we see Harper training in an empty ballpark among visual representations of those numbers frantically emerging all over - from seat numbers to scoreboards to section numbers. The film ends on a monumental shot of his feet rotating on home plate, illustrating that in a sport dominated by numbers, the genesis of Harper's brilliance comes not from statistics, but from the first step and pivot in the batter's box.

In the fall of 2016, Under Armour will release an additional short film that will feature another league MVP, Cam Newton. This film, as well as the Harper spot, was created in collaboration with agency partner Droga5. "It Comes From Below" focuses on the overlying theme of footwork, and each piece of content was inspired by the individual athlete and how their unique footwork serves as their secret weapon to set them apart. In addition, Under Armour will launch the running component of the campaign, which will feature original video content highlighting the inspirational stories of true runners.

"'It Comes From Below' shines a light on a universal truth in sports - that each and every great sporting moment is driven by the power of strong footwork," said Adrienne Lofton, Senior Vice President, Global Brand Marketing, Under Armour. "When we took a hard look at what really sets our athletes apart, it became clear that the journey to greatness starts from below. Beyond recognizing the importance of footwork, we are committed to creating the most innovative, game-changing footwear on the planet for all athletes."

"I'm excited to be partnering with Under Armour on this campaign that speaks to my journey in baseball and what I keep driving towards, now and in the future," said Harper. "My game has always started from the ground up, and that is something I take great pride in. Few understand the importance of perfecting footwork as a core component to their game."

From the original performance-driven sweat-wicking t-shirt to the introduction of UA HealthBox, the brand's goal has remained the same - to make all athletes better. Focusing on an important part of Under Armour's growth story, a campaign centered on footwear is the natural evolution and highlights the brand's commitment to creating world-class footwear that gives athletes an edge. "It Comes From Below" will feature Under Armour's newest footwear styles including the Harper One, Under Armour's first signature baseball cleat, which will be worn by Harper in his campaign spot. The newest color way of the cleat, The Harper One Platinum, will be worn by Harper during the All-Star Game and will be available on UA.com, at Dick's Sporting Goods and Eastbay beginning on July 12. To shop the Harper One, and the full footwear collection, visit UA.com.

The brand will launch the fully immersive campaign through both traditional and digital channels, with YouTube, Snapchat, Twitter, Instagram and Facebook and more playing pivotal roles in the distribution of the campaign message. To follow the "It Comes From Below" story and to learn more about the campaign visit youtube.com/underarmour and @UnderArmour on Twitter and Instagram and use #ItComesFromBelow. Download UA RECORD and join our fitness community available on iTunes and Google Play.

About Under Armour, Inc.

Under Armour (NYSE: UA, UA.C), 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.



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