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## **Under Armour Doubles-Down on Connected Footwear; Unveils New Line of UA Record™ Equipped Running Shoes**

### **Success of Brand's First Smart Running Footwear Fuels Demand for More Styles and New Recovery Features in MapMyRun®**

BALTIMORE, Md., Dec. 14, 2016 /PRNewswire/ -- Today, Under Armour (NYSE:UA, UAA) announces the brand's newest UA Record Equipped running shoes - UA SpeedForm® Gemini 3 RE, UA SpeedForm® Velociti RE, and UA SpeedForm® Europa RE - designed to provide runners with the digital tools needed to understand recovery and ultimately maximize performance. The new shoes are powered exclusively by MapMyRun, Under Armour's mobile app and global digital running community. Each shoe includes new features that will arm runners not only with automatic tracking capabilities, but also with insights into their muscular fatigue prior to working out.



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The latest line of UA Record Equipped footwear features three unique styles, and is an expansion of Under Armour's successful launch of the UA SpeedForm Gemini 2 RE, the brand's first smart shoe, which was released earlier this year. UA Record Equipped is a smart feature within the footwear that extends the tracking capability of MapMyRun by providing detailed workout stats, such as cadence, real-time pace information and the mileage lifetime of the shoe with the added benefit of never needing a recharge.

With footwear as a major growth driver for Under Armour, the company plans to more than double the number of units of Connected Footwear worldwide in 2017 with global distribution to North America, Europe, the Middle East, Australia, New Zealand, Japan, and for the first time, Greater China.

"Footwear is a crucial performance weapon for runners, and what we at Under Armour have placed at the forefront of our innovation pipeline," said Kevin Haley, President, Category Management and Innovation at Under Armour. "When we looked at advanced tools used by elite athletes, it was a natural fit to integrate the cutting edge functionalities of our Connected Fitness mobile apps to uniquely enhance our newest running footwear, making those tools available to all athletes. We're excited to follow the success of our first smart shoe with this robust global rollout of connected footwear to help athletes around the world maximize their training."

The new line of UA Record Equipped running shoes includes:

- 1 **UA SpeedForm Gemini 3 RE (\$159.99): Wear it to run long (neutral)** - The latest iteration in the Gemini family, this shoe includes a knit midfoot panel support for great lockdown, UA SpeedForm construction for a precision fit and Charged Cushioning® for improved responsiveness and durability.
- 1 **UA SpeedForm Europa RE (\$159.99): Wear it to run long (stability)** - This lightweight stability shoe incorporates a mesh tongue and toe box to enhance fit and increase ventilation. It also includes UA SpeedForm construction for a precision fit and blown rubber under the heel to help absorb ground contact.

- 1 **UA SpeedForm Velociti RE (\$139.99): Wear it to run fast (neutral)** - This incredibly lightweight (7 oz.), breathable shoe has UA SpeedForm construction for a precision fit, an embedded sock liner for support and seamless comfort, and Charged Cushioning for durability and optimal energy return.

MapMyRun exclusively powers the new line of connected footwear with a new performance feature called the Jump Test, which scientifically measures and elevates the awareness of an athlete's muscular fatigue level. Once connected to MapMyRun, the technology embedded in the shoes will measure and average the air time of a sequence of jumps as an indicator of muscle fatigue. This mechanism helps track an athlete's recovery status over time and provides immediate guidance on how to alter the intensity of a workout. The new MapMyRun experience also includes a runner's dashboard, performance scorecard, and gear snapshot with the shoe's total mileage, steps, and average cadence while training.

"We are taking a scientific approach to recovery that is directly utilizing real-time data from your body to determine what level of workout you should execute to guide your training," said Mike Lee, Chief Digital Officer at Under Armour. "We know one of the biggest problems runners face is pushing through pain and fatigue, leading to injury. The Jump Test in MapMyRun is a critical first step for runners and will help avoid the 'training hangover' many athletes face by giving them awareness into their ability to perform."

The new UA Record Equipped footwear line, along with other soon-to-launch performance-based products, will be on display at the Consumer Electronics Show in Las Vegas located in the Under Armour booth (#43912). The entire line of UA Record Equipped running footwear is available for pre-order on [UA.com](http://UA.com) beginning January 5<sup>th</sup> and includes an annual MVP subscription to MapMyRun with access to training plans, audio coaching, live tracking, advanced analytics, as well as multi-language VIP support. For more information visit [www.underarmour.com/en-us/record-equipped](http://www.underarmour.com/en-us/record-equipped) and to get connected, download the MapMyRun app on the [App Store](https://www.apple.com/app-store) or [Google Play™ store](https://www.google.com/googleplay/store).

#### **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).

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>.

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/under-armour-doubles-down-on-connected-footwear-unveils-new-line-of-ua-record-equipped-running-shoes-300378099.html>

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