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## **Under Armour And Stephen Curry Debut A Lively New Campaign, "Make That Old," Featuring The Highly Anticipated Curry 3**

### **Embracing the Two-Time MVP's Future in Basketball, the Campaign Launches in Tandem with the Start of the Season and a New Chance to Make History**

BALTIMORE, Md., Oct. 24, 2016 /PRNewswire/ -- Today, Under Armour (NYSE: UA, UA.C) and Stephen Curry kick off a new season, introduce a new shoe, and remind the world that he still has everything left to prove. To celebrate the start of the 2016-2017 basketball season, Under Armour launches a new campaign that elevates Curry and the newest addition to his signature footwear collection, the Curry 3.

The new spot, created in collaboration with the Droga5 agency, tells the story of a reborn Curry, proud of his accomplishments, but coming off last year's disappointment, eager and motivated to write the next chapter in basketball history.

Shot by Director Harmony Korine, the spot is set in the Bay Area and features local athletes whose passion for basketball has been ignited by Curry. In the spot, this legion of young, progressive basketball players lists the ups and downs that have marked Stephen's career, with each one urging him to "make that old." With the utterance of each phrase, the players remind the viewer that for Curry, whether he's celebrated as a global sport and cultural icon, or vilified for a heartbreaking loss, nothing in the past is as important as what is to come. For Curry and Under Armour, the message is that you can always find ways to rise above and get better. [Click here](#) to view the spot.

"The last year has been an incredible roller coaster of emotions, and this campaign completely captures those highs and lows," said Curry. "This year, it's all about recalibrating to understand there's still so much left to do and achieve on the court and with Under Armour. This film, and the work we've done on the Curry 3, jumpstarts that mindset — knowing that the next chapter in our story will be written only by perseverance and the will to succeed."

"Watching Stephen last season was an unreal experience for all basketball fans," said Adrienne Lofton, Senior Vice President, Global Brand Marketing, Under Armour. "With the way the season ended, our team became determined — more than ever — to get Stephen back on top. Through the voices of local youth basketball players, we were able to share an intimate look at Stephen's journey from last season to now, with the "Make That Old" campaign. We're eager to see Stephen back on the court this season, inspiring the next generation of basketball players, one shot at a time."

The spot features the Curry 3, Stephen's newest signature shoe, which debuted on October 21. The Dub Nation colorway, which is featured in the spot, will be available on [UA.com](#) and the UA Shop App on October 25. The SC Camo colorway will follow with a release at retailers nationwide on October 27. The Curry 3 retails for \$140.00 and features UA's newest technology, UA Threadborne™, a fabric innovation derived from the thread composition of a parachute (called paracord). It provides the wearer with lightweight, breathable support for optimal levels of dynamic performance on court. Additional colorways of the Curry 3 will be released throughout the season. Download the UA Shop App on iTunes and Google Play.

In addition to the spot, the "Make That Old" campaign will also feature fresh digital content, such as Snapchat videos and a suite of social content. The brand will launch the full campaign through both traditional and digital channels; with YouTube, Snapchat and more playing pivotal roles in the distribution of the campaign message. To follow the story and to learn more about the campaign visit [youtube.com/underarmour](#) and @UABasketball on Twitter, Instagram and Facebook. Download UA RECORD and join our fitness community 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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