



January 18, 2017

## **Under Armour Adds Pure Power To Its Athlete Roster With Superstar Leonard Fournette**

### **One of the Top Professional Football Prospects Nationwide Joins the Global Performance Brand's Roster of World-Class Athletes**

BALTIMORE, Jan. 18, 2017 /PRNewswire/ -- Under Armour (NYSE: UA, UAA), a global leader in innovative performance footwear, apparel and equipment and the official apparel supplier for the NFL Combine, has signed running back and NFL draft prospect Leonard Fournette to a multi-year partnership. Fournette is considered to be one of the top talents in this year's NFL Draft class.



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The partnership was announced today at St. Augustine in New Orleans, an Under Armour supported high school where Fournette blossomed as a generational football talent.

"I am excited to be growing my family to include the team at Under Armour," said Fournette. "I share Under Armour's passion, drive and will to be the best."

Coming out of high school, Fournette was an Under Armour All-American and the number one overall recruit as ranked by leading sports news sources. As a collegiate sophomore, he was a consensus First-Team All-American as he set school records for rushing yardage (1953) and touchdowns (22). Fournette announced his intentions to enter the 2017 NFL Draft shortly after signing with Roc Nation Sports and is considered one of the elite prospects going into next season.

"Leonard is an unbelievable talent and outstanding football player, and we couldn't be happier to have him join the Under Armour team," said Ryan Kuehl, Senior Vice President, Global Sports Marketing, Under Armour. "His humility and desire to give back to the community, paired with his tremendous work ethic and preparation makes him the perfect addition to our Under Armour family, and we're excited for the new paths we'll be able to create together - both on and off the field."

As part of the multi-year partnership, the "BUGA 5" is revealed and will be awarded annually to five St. Augustine coaches, administrators and students who exemplify the traits of Fournette's "Being United Generates Attitude" mantra. Those five people who demonstrate a positive attitude, whatever the circumstances, and rally together to make a positive impact will be awarded Under Armour prize packs and the opportunity to travel to and experience an NFL season game each year.

"Today is just the beginning of the great things Under Armour and I will do together, including our joint commitment to my alma mater," said Fournette. "It means so much that I can give back to the school that helped shape and prepare me for my future."

Under Armour adds Fournette to a football roster that features three-time NFL MVP Tom Brady, reigning NFL MVP Cam Newton, two-time first team All Pro Patrick Peterson, 2016 All Pro wide receiver Julio Jones, six time Pro Bowler Brandon Marshall and former All-American Myles Jack in addition to an overall athlete roster that includes reigning NBA MVP Stephen

Curry, MLB NL MVP Bryce Harper, three-time Cy Young Award Winner and 2014 NL MVP Clayton Kershaw, 2015 PGA Player of the Year Jordan Spieth and 2015 Hart Memorial Trophy winner Carey Price.

### **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-adds-pure-power-to-its-athlete-roster-with-superstar-leonard-fournette-300392710.html>

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