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Jordan Spieth Launches First Signature Golf Shoe, The Spieth One, On Global Tour With Under Armour

Global Performance Brand Partners with Two-Time Major Champion to Build Innovative Signature Shoe, Engineered Down to a Science

BALTIMORE, Jan. 17, 2017 /PRNewswire/ -- Today, Jordan Spieth embarks on his first-ever Global Tour with Under Armour. The 2015 PGA Tour Player of the Year will debut his first signature Under Armour golf shoe, the Spieth One, on a multi-country tour that kicks off in Tokyo, Japan followed by Seoul, South Korea, Los Angeles, USA and Mexico City, Mexico before the shoes' global retail debut on March 1. Throughout the tour, Jordan will share his passion for the game of golf and his intense focus on the detail of his craft with fans around the world.



"I couldn't be more excited to officially unveil my first signature shoe, the Spieth One, with Under Armour," said Jordan Spieth. "I worked closely with the Under Armour footwear team to design an innovative shoe that is grounded in the details of my game. The opportunity to unveil my signature shoe with the amazing fans here in Tokyo is extremely humbling and an experience I will never forget."

The Spieth One is being introduced as engineered "Down to a Science;" a nod to the concentrated level of detail by which the shoe was designed and mirrors Jordan's precise approach to his game on the course. Jordan worked in close collaboration with Under Armour to meticulously craft this clean, bold and innovative shoe that features a number of technical design elements that were dictated by Jordan and his game.

Technical Specifications of the Spieth One:

- 1 **Waterproof:** The Spieth One has a breathable, waterproof upper to ensure world-class performance even in the toughest golfing conditions—preventing water from entering the shoe, but allowing perspiration to escape.
- 1 **Rotational Resistance Traction:** The Spieth One features groundbreaking Rotational Resistance Traction, which prevents the rotation of the foot during the swing from load up to impact.
- 1 **One-seam upper:** The upper of the Spieth One is composed with a single seam, reducing layers and weight while enhancing the overall fit and feel.
- 1 **Dual durometer outsole:** The outsole of the Spieth One has a softer forefoot for flexibility, paired with a firm heel for stability and support.

These precise specifications are depicted in the Under Armour brand's new golf campaign entitled "Down to a Science," which will launch across Under Armour's digital and social channels. You can watch the new campaign film here:

<https://youtu.be/KpvNqCH0hyo>

"This is an exciting moment for the Under Armour brand and the UA Golf category. We're honored to introduce the Spieth One on the first stop of the 2017 Spieth One Global Tour," said Kevin Ross, General Manager, Global Golf, Under Armour. "With engaging activations, unique cultural experiences and more, we are showcasing Jordan's love of the game and Under Armour's commitment to providing world-class product, all while driving the game of golf forward on a global scale."

The Spieth One Global Tour kicks off today with a launch event in Tokyo where Jordan will unveil the Spieth One to hundreds of fans, media and consumers. After a whirlwind 48 hours in Tokyo, Jordan will head to Seoul, where he will participate in the grand opening of Under Armour's first Brand House retail location in the market. Jordan and Under Armour will also visit Los Angeles and Mexico City in the coming weeks.

Fans can follow the Tour experience on Twitter, Instagram and Snapchat by following @UnderArmour and @UAGolf. Following the Tour, the Spieth One will debut at retail on March 1 and will be available for purchase at UA Brand Houses worldwide and on UA.com for \$200. A limited-edition Spieth One will be available in Japan today at Under Armour Brand Houses and UA Japan's e-commerce site <https://www.underarmour.co.jp/>.

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.

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>.



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