



October 4, 2016

Under Armour, Inc. To Report Third Quarter 2016 Earnings and Webcast Conference Call

Baltimore, MD (October 4, 2016) – Under Armour, Inc. (NYSE: UA, UA.C) will report the results of its third quarter ended September 30, 2016 on Tuesday, October 25, 2016 at 7:15 a.m. ET. Under Armour management will host a conference call to discuss the results beginning at 8:30 a.m. ET. This call will be webcast live at <http://investor.underarmour.com/events.cfm> and will be archived and available for replay approximately three hours after the live event.

The Company's financial results will be available online at <http://investor.underarmour.com/results.cfm>.

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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