



August 22, 2016

## **Under Armour Launches "It Comes From Below" UA Running Chapter, Announcing Global Recruitment For Runners To Put Themselves To The Ultimate Test**

### **Product Innovation in Footwear Continues with UA Charged Bandit 2, with patented Charged Cushioning® Technology**

BALTIMORE, Aug. 22, 2016 /PRNewswire/ -- Today, Under Armour (NYSE:UA, UA.C) unveiled the latest chapter in its global marketing campaign, "It Comes From Below™," which emphasizes skilled footwork and innovative footwear as critical components to every athlete's training. This is especially true for running, a sport that requires minimal gear and equipment. For runners, heart and footwear are everything. The exclusive video content captures never-before-seen footage of the brand's first experiential two-day running event, UA Run Camp: Elevation, which took more than 30 experienced men and women from urban run crews to put themselves and their Under Armour footwear to the ultimate test in the world's toughest conditions.



**UNDER ARMOUR®**

Under Armour's latest "It Comes From Below" film dramatizes the fact that it takes heart to be a runner; it is the inner strength and grit of runners that allows them to push past their own boundaries, break through the wall and persevere even when their bodies tell them to stop. The video details how, by focusing on one challenge at a time, runners endure extreme physical trials that lead to triumph. To engage consumers in this new campaign, Under Armour is calling on participants across the world to earn their spot at the next two-day event, UA Run Camp: The Desert, to be held in a secret location later this fall.

"With the first event in the mountains of Colorado, we created an experience to express our commitment to the running community and to prove we are maniacally focused on creating best-in-class footwear for dedicated athletes who rely on their footwork to take their challenges head on," said Bryan Offutt, Vice President, Global Brand Management at Under Armour. "This campaign chapter highlights not only these typically urban runners out of their comfort zone, but transcends beyond this group, connecting with runners around the world to say "we see you, we know what you're doing and what it takes, and we have what you need to be the best on the roads, trails and beyond."

UA Run Camp: The Desert features a global call for a variety of runners to participate alongside Under Armour's elite run crew members. Runners from participating countries can vie for a chance to win a spot on this ultimate running experience by: 1) posting a photo of themselves before, during or after a run, or, 2) socially sharing completed runs through Under Armour's MapMyRun® or Endomondo® applications, and 3) include a statement that explains why they deserve the chance to attend with the hashtag #earnyourspot or in Canada #earnyourspotca. Prizes include a chance to attend this ultimate running experience and/or to receive a pair of this Fall's 2016 debut premier running shoe, the UA Charged Bandit 2. For full entry details and Official Rules, visit [www.underarmour.com/en-us/run-challenge](http://www.underarmour.com/en-us/run-challenge).

Built from the foundation of its predecessor, the UA Charged Bandit 2 offers Under Armour's original Charged Cushioning footbed, seamless heel technology for a superior fit, and a mesh form-fitting upper that allows breathability in any

environment. Built for versatile use across various running workouts, the design features blend the durability of a long-distance running shoe, with comfort and flexibility. The UA Charged Bandit 2 is available now on [UA.com](http://UA.com) and the brand's mobile app, UA Shop, for \$99.99.

"Under Armour has emerged as a leader in running over a short period of time and we have no intention of slowing down," said Fritz Taylor, Vice President, Running Footwear at Under Armour. "Through continued innovation, risk taking in design development and material advancements, we've built an arsenal of footwear that truly addresses an authentic global running community and continues to push new boundaries."

The latest "It Comes From Below" chapter can be found on Under Armour's social platforms, including YouTube, Snapchat, Twitter, Instagram and Facebook. Download MapMyRun or Endomondo and join our running community available 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](http://www.uabiz.com).

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