



October 19, 2016

Under Armour Announces Partnership With "She Plays We Win" Initiative To Promote Young Girls In Sport

Under Armour Underscores its Commitment to Advocating and Supporting Young Girls in Sports

BALTIMORE, Oct. 19, 2016 /PRNewswire/ -- Today, Under Armour (NYSE:UA, UA.C) proudly announced its partnership with photographer Christin Rose, founder of the She Plays We Win project, which celebrates the confidence that young girls build through sports. Together with Under Armour, the She Plays We Win project will continue to support and shine a light on the faces of the future, providing strength for young girls in sport through Rose's inspirational photography. To kick-start the partnership, Under Armour launched a limited edition of She Plays We Win apparel and accessories, which are available on UA.com.



Through Rose's powerful photography of young female athletes in action, Under Armour's collaboration with She Plays We Win tells a dynamic visual story, underlining the confidence and strength that sports provide for girls worldwide. Rose's photography will also be integrated into Under Armour's seasonal shoots and will be featured on UA.com and across digital media.

"Under Armour understands the power of sport, particularly among youth, and we are committed to ensuring that girls around the world know that the Under Armour brand supports them in their athletic journey," said Attica Jaques, Vice President of Brand Marketing, Under Armour. "We are excited to team up with the She Plays We Win movement to help shine the light on every girl, in every game, in every corner of the world."

"She Plays We Win acts as a rally cry for fierce girls to share their love of sport and build each other up in a positive, competitive environment. I am both proud and honored to partner with Under Armour, highlighting girls in sport, as they are each individually talented, fearless, and have big ideas for the future," said Christin Rose.

Under Armour's collaboration with She Plays We Win stands as a unified effort to champion the confidence, teamwork, and tenacity that sports provide young girls. Join the conversation on social media with #ShePlaysWeWin, follow along on Instagram at @underarmournext, and visit www.underarmour.com/en-us/she-plays-we-win for more on the collaboration.

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.

About Christin Rose

Christin Rose is an LA based photographer with a playful & free spirited attitude. Her obsession for supporting women's adventure & athletics drive her work. She's inspired by her home-state of Oregon, care-free kids, fearless young women, creators, & traveling (especially by way of sailboat). When's she's not shooting for clients, she can be found working on her passion project She Plays We Win. The project aims to celebrate confidence & athletic passions among young girls now because that will have a direct correlation on their outcome as they grow up to be strong, independent women in this ever changing world. Her hope is to bring their stories to the forefront of media and get it in front of as many little eyes as possible. By putting these stories out there, she believes that it can support & build confidence for young girls everywhere. For portfolio and more information on the She Plays We Win project please visit www.sheplayswewin.com.



UNDER ARMOUR®

Photo - <http://photos.prnewswire.com/prnh/20161018/430312>

Logo - <http://photos.prnewswire.com/prnh/20110127/NE37387LOGO>

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/under-armour-announces-partnership-with-she-plays-we-win-initiative-to-promote-young-girls-in-sport-300347459.html>

SOURCE Under Armour, Inc.

News Provided by Acquire Media