



UNDER ARMOUR CONGRATULATES ACHIEVEMENTS OF ITS WORLD-CLASS US ATHLETES

Baltimore, MD. (August 22, 2008) – Under Armour, Inc. (NYSE:UA) Supporting a standout list of US female athletes, Under Armour acknowledges the recent accomplishments of its world-class athletes in China. Many Under Armour sponsored athletes shined bright this summer and realized the ultimate success of their athletic achievements. Heather Mitts, Under Armour's first female sponsored athlete, and her US soccer team returned to the apex of their sport; Lovieanne Jung, Caitlin Lowe and Cat Osterman continued to set the standard for greatness; and Kim Glass and Stacy Sykora contributed greatly in the success of the US Women's Volleyball team.

In addition, the Under Armour sponsored and outfitted US Field Hockey Team built further momentum for their promising future with their on-field performances and Under Armour sponsored Nicole Branagh and her teammate Elaine Youngs are poised to become one of the world's best women's beach volleyball teams.

"Everyone at Under Armour feels honored to be a part of the achievements of these world-class athletes," said Tori Hanna, Under Armour, Director, Women's Sports Marketing. "We're passionate about helping athletes perform their best when they're competing and we take great pride in their belief and trust in the benefits of our products."

In pursuit of their mission to make all athletes better, Under Armour developed the TNP Performance Training program in 2008, to ensure amateur and world-class athletes have access to the latest methodology, drills and knowledge to reach their athletic potential. The TNP Performance Training program combines proven training methods and techniques, used by some of the world's leading performance trainers, with Under Armour's innovation in performance apparel and footwear to help athletes prepare for competition on the court, field or ice. For more information about Under Armour Performance Training program, please visit www.underarmour.com/tnptraining. -more-

-2- About Under Armour, Inc. Under Armour® (NYSE: UA) is a leading developer, marketer, and distributor of branded performance apparel, footwear, and accessories. The brand's moisture-wicking synthetic fabrications are engineered in many different designs and styles for wear in nearly every climate to provide a performance alternative to traditional natural fiber products. The Company's products are sold worldwide and worn by athletes at all levels, from youth to professional, on playing fields around the globe. The Under Armour global headquarters is in Baltimore, Maryland, with European headquarters in Amsterdam's Olympic Stadium, and additional offices in Denver, Hong Kong, Toronto, and Guangzhou, China. For further information, please visit the Company's website at www.underarmour.com. ###