



## **UNDER ARMOUR ANNOUNCES NEW DISTRIBUTOR AGREEMENT TO SERVICE BENELUX REGION**

### **Strategic Partnership Further Strengthens Under Armour's Presence in the European Performance Apparel and Gear Market**

BALTIMORE, US (June 5, 2007) – Under Armour, Inc., a leading developer, marketer, and distributor of branded performance apparel, footwear and accessories, today announced that it has signed an agreement with Unlimited Sports Group (USG), an integrated wholesale and retail organization, to manage the distribution of Under Armour products to Belgium, the Netherlands and Luxembourg.

"Under Armour is committed to building the infrastructure necessary for sustained growth in international markets such as Benelux," said Ryan Wood, President of UA Europe B.V. "We are confident that this partnership with Unlimited Sports Group will further position Under Armour as the performance brand of choice among European consumers and retailers."

Under Armour has made international expansion a priority for long-term growth and this partnership will help local retailers fulfill consumers' growing demand for Under Armour products and allow the Brand to continue to build its European presence. Based in the Netherlands, the Unlimited Sports Group complements existing key international master agent and distributor relationships servicing other international territories.

"We're thrilled to partner with a powerhouse brand like Under Armour and serve as the catalyst for their continued international expansion in the Benelux region," said Jos Gillebaard, co-CEO of Unlimited Sports Group. "We are delighted with the signing of the Agreement and look forward to distributing Under Armour's top performance products to these consumers and adding one of the top athletic brands to our portfolio."

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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, and Toronto. For further information, please visit the Company's website at [www.underarmour.com](http://www.underarmour.com).

About Unlimited Sports Group USG is a fast growing company in the sport and lifestyle segment in the Benelux. The Group owns and manages the Dutch retail companies Perry Sport and Aktiesport and is the licensee for Le Coq Sportif, Maui and Sons, Pantofola d'Oro and Cars Jeans.

**Forward Looking Statements** Some of the statements contained in this press release constitute forward-looking statements. Forward-looking statements relate to expectations, beliefs, projections, future plans and strategies, anticipated events or trends and similar expressions concerning matters that are not historical facts, such as statements regarding our future financial condition or results of operations, our prospects and strategies for future growth, the development and introduction of new products, and the implementation of our marketing and branding strategies. In many cases, you can identify forward-looking statements by terms such as "may," "will," "should," "expects," "plans," "anticipates," "believes," "estimates," "predicts," "outlook," "potential" or the negative of these terms or other comparable terminology. The forward-looking statements contained in this press release reflect our current views about future events and are subject to risks, uncertainties, assumptions and changes in circumstances that may cause events or our actual activities or results to differ significantly from those expressed in any forward-looking statement. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future events, results, actions, levels of activity, performance or achievements. Readers are cautioned not to place undue reliance on these forward-looking statements. A number of important factors could cause actual results to differ materially from those indicated by the forward-looking statements, including, but not limited to: our ability to forecast and manage our growth effectively; our ability to maintain effective internal controls; increased competition causing us to reduce the prices of our products or to increase significantly our marketing efforts in order to avoid losing market share; changes in consumer preferences or the reduction in demand for performance apparel and other products; our ability to accurately forecast consumer demand for our products; reduced demand for sporting goods and apparel generally; failure of our suppliers or manufacturers to produce or deliver our products in a timely or cost-effective manner; our ability to accurately anticipate and respond to seasonal or quarterly fluctuations in our operating results; our ability

to effectively market and maintain a positive brand image; the availability and effective operation of management information systems and other technology; our ability to attract and maintain the services of our senior management and key employees; and changes in general economic or market conditions, including as a result of political or military unrest or terrorist attacks. The forward-looking statements contained in this press release reflect our views and assumptions only as of the date of this press release. We undertake no obligation to update any forward-looking statement to reflect events or circumstances after the date on which the statement is made or to reflect the occurrence of unanticipated events.