



UNDER ARMOUR BECOMES AN AUTHORIZED SUPPLIER OF NFL FOOTWEAR

BALTIMORE and NEW YORK -- The National Football League has named Under Armour, Inc. (NASDAQ: UARM), an authorized supplier of footwear, it was announced today.

The designation, part of a multi-year agreement that also includes advertising and marketing commitments with NFL Network, NFL.com and the NFL's broadcast partners, enables Under Armour to supply NFL players with branded footwear for use during games. In addition, the company may use NFL and club logos to promote its footwear products.

Under Armour joins Reebok and Nike as authorized footwear suppliers of the NFL. NFL players may wear any brand of footwear during games, but must tape over company logos if the shoes are not provided by authorized NFL footwear suppliers.

"We are pleased to add Under Armour to the select group of companies that have on-field rights with the NFL," said Roger Goodell, the NFL's Executive Vice President and Chief Operating Officer. "We look forward to working with Under Armour, which is an exciting, fast growing company with a strong history in football."

"This is a partnership that will officially bring Under Armour's superior technology to the prestigious main stage that is the National Football League," said Under Armour Chairman, CEO and President, Kevin Plank. "This is the pinnacle of on-field authenticity and the partnership helps accomplish our mission to deliver the very best performance products to all levels of athletes. Now we have an official presence on Sundays with the best players in the world to complement the scores of student athletes wearing our products on Saturdays and under the Friday night lights."

Under Armour, known as the originator of moisture wicking performance apparel worn by athletes, launched its first line of footwear - football cleats and slides - during the NFL draft this past April with a major media campaign entitled CLICK-CLACK™, a reference to the sound cleats make on concrete just before the players step on the field. NFL players from that campaign include 2006 first-round draft picks A.J. Hawk (Green Bay Packers) and Vernon Davis (San Francisco 49ers) in addition to Jeremy Bloom, the former Olympic freestyle skier drafted by the Philadelphia Eagles and veterans Julius Jones (Dallas Cowboys) and Jonathan Vilma (New York Jets).

"We believe this partnership is the next logical chapter in the Under Armour brand story," said Plank, a former special teams captain on the University of Maryland football team who founded Under Armour in 1996. "We're especially proud that our strong financial performance enables us to make this investment within the budgetary parameters we have previously outlined for our long-term growth."

In addition to related marketing expenditures, Under Armour has agreed to provide the NFL with the opportunity to purchase up to 480,000 shares of Under Armour's Class A Common stock in future years at a price equal to the closing price on the NASDAQ the day before the agreement was signed in August of 2006.

About Under Armour, Inc. Under Armour® (NASDAQ: UARM) 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 professional football, baseball, and soccer players, as well as athletes in major collegiate and Olympic sports. The Under Armour European headquarters is located in Amsterdam's Olympic Stadium, and its global headquarters is located in Baltimore, MD. For further information, please visit the Company's website at www.underarmour.com

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