



Under Armour® Extends Baltimore Running Festival Sponsorship With Corrigan Sports Enterprises Through 2008

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Baltimore, MD. (Oct. 4, 2006) - Under Armour, Inc. and Corrigan Sports Enterprises (CSE) announced today that Under Armour has extended its title sponsorship of the Baltimore Running Festival and Baltimore Marathon through 2008. Under Armour, the innovative leader in performance apparel, has been the title sponsor of the event since 2003. This year's race kicks off on October 14 at M&T Bank Stadium. Under Armour will award a total purse of \$100,000 and provide performance apparel to all runners, pacers, volunteers, and staff along the course.

"With this sponsorship, Under Armour has shown a commitment to the City of Baltimore and to our runners," stated Lee Corrigan, President of Corrigan Sports Enterprises. "Under Armour is much more than just a title sponsor, they are a big part of what is so exciting about this event and we recognize that. We are thrilled to have Under Armour continue as our partner."

In addition to Under Armour's \$100,000 total purse, one of the largest purses in the country, the Baltimore-based company plans to celebrate its continued relationship with the Baltimore Running Festival by rewarding a variety of unique individual race achievements such as "Baltimore Resident Winner," "Master's (40 and over) Winner," "Maryland Resident Winner," "Armed Forces Challenge," "Top Terp," and "First-Time Marathoner."

"We're proud to host this gathering of runners in our hometown as we continue to build the prominence of this event on a national level," said Steve Battista, Under Armour's Vice President of Brand. "Our brand is about authenticity first and foremost. Three years ago we set a precedent as the world's first performance apparel marathon and we aspire to continue this tradition in the years ahead."

The 2006 Under Armour Baltimore Running Festival consists of the Under Armour Baltimore Marathon, CareFirst BlueCross BlueShield Half-Marathon, United Way 5K, Legg Mason Funds Team Relay and Kids' Fun Run, and takes place on Saturday, October 14, 2006 throughout the City of Baltimore. M&T Bank Stadium will serve as the start and finish line for the race. The event, now in its sixth year, has generated over sixty million dollars in revenue for the city and over \$2.5 million for local charities.

To get this year's crop of athletes into race mode, registered participants will pick up their race number, t-shirt, chip and race bag on October 12-13 at the pre-race Health and Fitness Expo sponsored by Elite Sports Network. Once there, they will have the chance to check out new Under Armour gear and explore other vendors' running-related offerings. The first 500 (250 men and 250 women) to pick-up their marathon packets will receive a free pair of Under Armour running socks to aid them in the race to the finish line.

Near the finish line is the Celebration Village to entertain athletes' families and festival spectators. Here guests will be treated to live musical acts courtesy of FM station 98 Rock, including the Baltimore-based blues band Kelly Bell, and activities that include food and drinks, sponsor tents and a kids area featuring face-painting, balloon art, inflatables and other family-friendly activities meant to appeal to any and all visitors. As part of Celebration Village, Under Armour will have a sales tent on display where they will sell their new running gear, which is prominently featured at the Health and Fitness Expo.

Overall registration for the event is up twenty-seven percent compared to this time last year. The half-marathon has sold out for the third-straight year, while all other races have passed their halfway points in terms of registration numbers.

About Under Armour

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.

Corrigan Sports Enterprises

The Under Armour Baltimore Running Festival is produced by Corrigan Sports Enterprises, a leader in sports promotions in the Baltimore/Washington D.C. region. Founded in 1991, CSE owns and operates the following events: Under Armour Baltimore Marathon, Under Armour All-American Lacrosse Classic, The Charm City Challenge All-Star Basketball Game, The Capital Classic, the Toyota Pro Beach Volleyball Tour, the Thrash & Jam Tour presented by Slammers Ultimate Milk and the annual Baltimore BikeJam event.

Under Armour, Inc.

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