



UNDER ARMOUR, INC. TO PRESENT AT PIPER JAFFRAY LONDON RETAIL, APPAREL & FOOTWEAR CONFERENCE

BALTIMORE, MD October 9, 2006 – Under Armour, Inc. (NASDAQ: UARM) today announced that Wayne Marino, Executive Vice President and Chief Financial Officer, and Ryan Wood, President, Under Armour Europe B.V., will present at the Piper Jaffray London Retail, Apparel, and Footwear Conference on October 11, 2006 at 5:30 a.m. Eastern Time.

To listen to the audio portion of the presentation live, log onto <http://investor.underarmour.com/> or http://www.corporate-ir.net/ireye/conflobby.zhtml?ticker=UARM&item_id=1398330.

The audio portion of the presentation will be archived for five business days at <http://investor.underarmour.com/> and is available to the general public.

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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