



Under Armour® Unveils Performance Footwear Line

BALTIMORE, April 14, 2006 - After nearly a decade of providing technically advanced products engineered with its exclusive fabric construction, supreme moisture management, and proven innovation, Under Armour (NASDAQ: UARM) today revealed its highly anticipated cleated footwear line. Slated for retail launch beginning June 3, 2006, Under Armour Performance Footwear is the latest development from the company that brought performance apparel to the attention of athletes around the globe.

April 15th marks the first time that consumers will be able to view models and pre-register to buy the company's performance footwear at Dick's Sporting Goods, The Sports Authority, and Hibbett's Sports locations nationwide, or on-line at www.underarmour.com/click-clack. For each pre-order, customers will receive a limited edition set of "dog tags" imprinted with "Click-Clack," the tagline the company has coined to announce its debut into cleats.

"With the launch of Under Armour Performance Footwear, we are redefining what performance means to athletes on the field from head to toe," commented Kevin Plank, chairman, chief executive officer and president of Under Armour. "These cleats are a true game changer for the industry, and Under Armour is committed to developing advanced technology that delivers on our universal guarantee of performance. This is technology that does something for you - it makes you better."

Each of the series of products incorporates the following technology specifications to ensure optimal on-field performance during the game or practice:

- **Moisture Management and Breathability:** These Under Armour signature performance advantages are addressed by incorporating advanced technology that keeps the foot dry and cool, reducing weight and boosting total body efficiency. Under Armour HeatGear® in the uppers, bolstered by performance meshes throughout the shoe, speeds moisture transport and accelerates evaporation.
- **Dual Plate Technology:** Designed to maximize agility and minimize weight, Under Armour Dual Plate design splits the outsole into two components to reduce bulk and complement the foot's natural motion.
- **Progressive Traction:** A built-in directional blade at the base of each stud reinvents the traditional round football cleat. The round portion penetrates the ground and maintains rotational capability, while the blade offers additional directional traction. The result is enhanced lateral movement and greater surface area for greater acceleration.

The "Click-Clack" campaign began nearly a year ago during Under Armour's renowned PROTECT THIS HOUSE television advertising campaign where viewers got a first glimpse of what was to come from Under Armour with the sound of cleats on concrete leading onto a football field. Since then, Under Armour has rolled out a series of print advertising campaigns in ESPN The Magazine that have revealed only snippet views of the cleats. A subhead to the Click-Clack tagline, "I Think You Hear Us Coming," has acted as a double entendre referring to the Brand's momentum as well as its entry into the category. On April 29th, Under Armour will unveil the cleats on national television during the broadcast of the NFL Draft on ESPN.

About Under Armour, Inc.

Under Armour® (NASDAQ: UARM) is a leading developer, marketer and distributor of branded performance products for men, women and youth. 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 worn by professional football, baseball, and soccer players, as well as athletes in major collegiate and Olympic sports. The Company's products are currently sold in the United States, Canada, Japan and the United Kingdom. The Company's global headquarters is located in Baltimore, MD. For further information, please visit the Company's website at www.underarmour.com.