



Under Armour and Tottenham Announce Technical Sponsorship and Global Partnership

U.S.-Based Athletic Performance Leader Expands European Footprint with First Barclays Premier League Pact

LONDON (8 March 2011) – Tottenham Hotspur Football Club and **Under Armour (NYSE:UA)**, the U.S.-based leader in performance apparel, footwear, and accessories, announced today a global partnership agreement and technical sponsorship. The five-year collaboration is Under Armour's first kit supply agreement with a Barclays Premier League team and represents the Brand's largest European team sponsorship.

Beginning with the 2012/2013 season, Under Armour will provide Tottenham with performance apparel, including training wear and playing kit for the Club's First and Academy teams, together with replica product for the Club's supporters around the world.

Founded in 1996 by current President, Chief Executive Officer and Chairman, Kevin Plank, Under Armour is the originator of performance apparel - gear engineered to keep athletes dry and light throughout the course of a game, practice or workout. Recognised as the fastest growing performance brand in the United States, Under Armour has an unrivalled reputation for innovation with every product designed to improve athlete performance.

Daniel Levy, Chairman Tottenham Hotspur, said: "We are delighted that Under Armour will become our new technical partner from 2012 onwards. They are an extremely ambitious brand with global aspirations, making them ideal partners for Tottenham Hotspur."

Under Armour CEO and Founder, Kevin Plank, added: "This is a highly significant and exciting partnership for Under Armour. Aligning with an elite organization like Tottenham Hotspur demonstrates our deep commitment to growing the Under Armour brand in the UK and to showcasing our apparel and footwear on the world's most prestigious athletic stages."

While this marks Under Armour's first Barclays Premier League team kit supply agreement, select players continue to wear Under Armour boots during Barclays Premier League matches. In addition to Tottenham Hotspur, Under Armour's European athletic partners include Bundesliga side Hannover 96 and the Welsh Rugby Union.

Some of Under Armour's roster of athletes include Olympic Gold Medallists Michael Phelps and Lindsey Vonn; footballer Bobby Zamora and American football player and Three-Time Super Bowl Champion, Tom Brady.

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Notes to Editors:

About Tottenham Hotspur Football Club

Founded in 1882, Tottenham Hotspur is one of the world's most famous and successful football club brands. An ever present and founder of the Barclays Premier League, the Club consistently competes for domestic and European honours. A fourth placed finish in the 2009/2010 season led to Champions League qualification. The team went on to finish top of its group and now face AC Milan in the round of 16. For further information on the Club, please visit www.tottenhamhotspur.com

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, Toronto, and Guangzhou, China. For further information, please visit the Company's website at www.underarmour.com