



October 1, 2013

NBA Standout Stephen Curry Joins Under Armour Basketball Roster

Baltimore, MD (October 1, 2013) – Under Armour (NYSE:UA) today announced the addition of dynamic NBA point guard Stephen Curry to their roster of world-class athletes. As part of the multi-year partnership, Curry will be wearing the new UA Micro G® Anatomix Spawn basketball shoes and featured in upcoming marketing campaigns via digital, social, print, in-store and out-of-home.

Coming off a career year where he set the NBA record for made three pointers in a single season with 272, the Golden State Warriors point guard cemented his status as one of the league's brightest young stars. His 54-point game performance against the New York Knicks at Madison Square Garden on February 27, 2013 put the basketball world on notice. In the 2012-13 NBA regular season, he ranked second in free throw percentage (90.0%), third in three-point percentage (45.3%), seventh in points per game (22.9) and recorded a career high in assists per game (6.9). In addition, he led the Golden State Warriors to the second round of the NBA Playoff's where he notched 44 points and 11 assists in Game 1 against the eventual conference champion San Antonio Spurs.

"After the exciting playoff run we had last year, I carried that momentum to my training and pushed myself at every level this offseason," said Curry. "I joined the Under Armour family because they share my passion for working hard and taking no short cuts. From what I've seen, they are extremely committed to supporting their athletes on and off the court as well as building the game's most innovative basketball footwear that will help make my job on the court a little bit easier."

Curry is now considered to be one of the NBA's top point guards and one of the best pure shooters in the game. Since his rise from tiny Davidson College, where he led his team to within one win from the 2008 Final Four, Curry has elevated his game in each of his four seasons in the NBA.

"This partnership represents our continued commitment to grow Under Armour Basketball globally," said Matt Mirchin, Senior Vice President, Global Brand and Sports Marketing, Under Armour. "Stephen and Under Armour share the same competitive underdog spirit and family-first attributes that make this new relationship so natural. Stephen and Under Armour will strategically work together to positively impact the next generation of young basketball players everywhere."

Curry joins an Under Armour athlete roster that includes Michael Phelps, Tom Brady, Cam Newton, Bryce Harper, Jordan Spieth, Lindsey Vonn and NBA players Brandon Jennings, Raymond Felton, Greivis Vasquez and Kemba Walker.

Follow Stephen [@stephencurry30](https://twitter.com/stephencurry30) on Twitter and internationally on [Weibo](https://weibo.com/stephencurry30). Follow Under Armour Basketball on Twitter and Instagram [@UABasketball](https://www.instagram.com/UABasketball).

About Under Armour, Inc.

Under Armour® (NYSE: UA) is a leading developer, marketer, and distributor of branded performance apparel, footwear, and accessories. 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. For further information, please visit the Company's website at www.ua.com.

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