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Under Armour Amplifies Global Expansion Efforts with Brazil Launch

Leading Sports Performance Brand Introduces Brazilian Athletes to Innovative Footwear, Apparel and Equipment

BALTIMORE, MD (March 12, 2014) - Today, Under Armour Founder and CEO Kevin Plank, Ironman World Champion Chris McCormack and MMA champion Georges St-Pierre hosted a press event in São Paulo, Brazil for the brand's launch in this booming economic region. Under Armour will be available in over 70 of the country's premium points of sale and e-commerce hubs, such as Centauro, Netshoes and Paquetá.

"Launching the Under Armour brand in Brazil is another critical step towards reaching our international expansion goals and driving our continued growth throughout the world," said Kevin Plank. "The country's passion and commitment to sport is incredible, and we look forward to empowering Brazilian athletes and bringing them game-changing apparel, footwear and equipment."

"Brazil is a region with a rich athletic history and focuses on sports as a part of everyday life," said Marcelo Ferreira, Under Armour Managing Director, Brazil. "As the nation prepares to host the world's biggest sporting events, this is an exciting opportunity for Under Armour to identify with the passion Brazilians have for active lifestyles and to provide them with the most innovative performance products in the market."

Under Armour will offer a broad array of training and running apparel and footwear in the initial launch phase, including UA SpeedForm™ Apollo, a first-of-its-kind running shoe constructed using an innovative manufacturing process in a clothing factory, and HeatGear® ArmourVent™, a new technology available in training apparel across men's, women's and youth categories. The running and training assortment will be supplemented with a series of sport-specific collections.

Elite athletes competing on the world's biggest stages perform in Under Armour footwear and apparel, including McCormack, St-Pierre, world champion swimmer Michael Phelps, NBA All-Star Stephen Curry, world champion downhill skier Lindsey Vonn, as well as leading global soccer clubs Tottenham Hotspur of the Barclays Premier League and Colo-Colo of the Chilean First Division.

To learn more about the Under Armour brand in Brazil and product innovations visit www.underarmour.com.br.

About Under Armour, Inc.

Under Armour (NYSE: UA), the originator of performance footwear, apparel and equipment, revolutionized how athletes across the world dress. Designed to make all athletes better, the brand's innovative products are sold worldwide to athletes at all levels. Under Armour's wholly owned subsidiary, MapMyFitness, powers one of the world's largest Connected Fitness communities. The Under Armour global headquarters is in Baltimore, Maryland. For further information, please visit the Company's website at www.uabiz.com.

CONTACT:

Tai Foster

Under Armour, Inc.

410.468.2512 ext. 7415

tfoster@underarmour.com