



UNDER ARMOUR NAMED OFFICIAL OUTFITTER OF BOSTON COLLEGE ATHLETICS

Eagles Sign Six-Year Uniform and Footwear Agreement With Performance Apparel and Footwear Leader

CHESTNUT HILL, MA. (December 1, 2009) – The Boston College Athletics Department and Under Armour, Inc. (NYSE:UA) announced today that the Baltimore-based leader in performance apparel and footwear will become the official outfitter of Boston College Athletics effective July, 2010.

The six-year, multi-million dollar agreement gives Under Armour the right to provide uniforms, apparel and footwear to each of the Eagles' 31 varsity sports, including football, men's and women's basketball, men's and women's ice hockey and field hockey. This department-wide outfitter agreement also includes an annual Under Armour product allowance as well as a rights fee, marketing entitlements, event tickets, and retail licensing rights.

"As one of the bellwether athletic programs of the Northeast and a perennial national championship contender, Boston College is an ideal match for the Under Armour brand. The Eagles' rich heritage across multiple sports is a testament to the dedicated athletes and administrators who strive to be the best," said Kevin Plank, CEO and Founder, Under Armour. "BC has maintained a loyal and fervent fan base in a city that demands excellence from all of its teams, and this partnership will have an immediate, positive impact for our brand and this elite athletic program and institution."

"Boston College is very excited to introduce this new partnership with Under Armour," said Gene DeFilippo, Boston College Athletics Director. "Under Armour is committed to making all student-athletes better, and we look forward to working with them to provide all our student-athletes with the best chance to excel on the national stage."

Under Armour, the originators of performance apparel, has transitioned athletes into moisture-wicking apparel since 1996. Under Armour products are sold worldwide and worn by athletes at all levels, from youth to professional, on playing fields around the globe.

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.