



Under Armour® Partners with Texas Tech University to be the Official Outfitter of the University's Football Program

BALTIMORE, March 27, 2006 - Under Armour® (NASDAQ: UARM) today announced a five-year agreement with Texas Tech University to be the official outfitter of the university's Division 1-A football team. The Texas Tech Red Raiders will be outfitted in Under Armour's performance apparel and footwear, engineered to wick moisture away from the skin, enabling players to feel drier, lighter and more comfortable.

This agreement, slated to kick off in June 2006, is the latest in a series of moves by Under Armour to further establish the brand's on-field presence. Under Armour now has "official outfitter" partnerships in The Atlantic Coast Conference, The Southeastern Conference, and The Big 12. The Company has outfitted the ACC's University of Maryland football program since 2004, and signed SEC powerhouse Auburn University this past December.

"Under Armour provides athletes with a performance advantage on the field," commented Kevin Plank, Chairman, Chief Executive Officer and President of Under Armour. "This partnership with Texas Tech is a great match for Under Armour and builds on our commitment to grow alliances with some of the leading football programs in the country."

Commented Gerald Myers, Athletic Director for Texas Tech University: "We are very excited to have Under Armour become the 'Official Outfitter of Texas Tech Football'. This is a partnership that is going to be very beneficial for Texas Tech University, our football program and our fans. Under Armour is the leader in performance apparel, and Coach Mike Leach and his staff have positioned Texas Tech as one of the top football programs in the country. Joining with Under Armour will help our student-athletes to continue to compete at that elite level."

Under Armour 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. 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 www.underarmour.com.

About Texas Tech University

Founded in 1923, Texas Tech is a nationally recognized doctoral/research university located in Lubbock, Texas. It is the flagship university of the Texas Tech University System. Texas Tech is a member of the Big 12 Conference and competes in Division 1-A for athletics in all "major" sports. The school carries the distinction of being the largest comprehensive higher education institution in the western two-thirds of the state of Texas and serves a region that is larger than 46 of the nation's 50 states.

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