



## **Under Armour® Doubles Contribution to Breast Cancer Research And Education with Launch of 2005 "Power in Pink" Promotion**

**Exclusive New Pink Performance Apparel Products Hit Stores Nationwide This September**

**Month-Long Celebration includes Employee Sale Where 100 Percent of Proceeds are Donated to Support Research, Education, Screening and Treatment**

BALTIMORE, MD, May 16, 2005 - Under Armour® Performance Apparel today announced that it will double its per-item contribution from sales of its popular "Power in Pink" performance apparel in 2005 in an effort to raise money for breast cancer research and education. This year, for a limited time only during October - Breast Cancer Awareness Month - consumers can purchase exclusive, ribbon-imprinted styles from Under Armour's popular line of pink performance apparel. The products available during Under Armour's "Power in Pink" promotion include a variety of technical tops, bottoms, and accessories retailing from \$23 to \$65, all of which feature Under Armour's moisture-wicking fabrication and patented Moisture Transport System that keep athletes cool, light and dry during the course of a game, practice or workout. Products will be available nationwide at retailers beginning in mid-September and on Under Armour's web site at [www.underarmour.com](http://www.underarmour.com).

Today, more than 250,000 women under the age of 40 are living with breast cancer. Recent research (American Cancer Society) has shown that vigorous athletic activity such as jogging and participating in team or individual sports significantly reduces the risk of developing breast cancer and if diagnosed, makes a significant impact on the recovery process. The "Power in Pink" promotion was conceived by Under Armour® in an effort to help educate the company's core female athlete consumers about the importance of physical activity in relation to breast cancer. In order to help build awareness and rally support for increased research to find a cure for the disease, the performance apparel originator will double its support by donating \$2.00 from every item purchased throughout the "Power in Pink" promotion this October.

Also, as part of the month-long celebration, Under Armour® will host an employee "Power in Pink" sale where 100 percent of the proceeds raised will be donated to a variety of charities to assist with breast cancer research, education, screening and treatment.

"The 'Power in Pink' promotion sends a rallying cry to the female athletes who wear Under Armour to support finding a cure for breast cancer, and Under Armour is excited this year to double our contribution to this important cause," commented Steve Battista, Under Armour's vice president of marketing. "Our 'Power in Pink' apparel gives women an opportunity to really get behind the cause while providing them with the moisture wicking technology that is so essential to comfort and breathability on the field and in the gym."

The products available during Under Armour's 2005 "Power in Pink" promotion are some of the brand's hottest-selling styles among women athletes, specially imprinted with a breast cancer awareness ribbon. Pink versions of the Frequency Tote Bag, Streaker™ LongSleeve T, Streaker™ ShortSleeve T, Shortsleeve V neck T, ColdGear® Toasty MicroFleece Jacket, ColdGear® Streaker™ Full Zip Hoodie, Shape Short, and Women's Arctic Beanie will be available month-long.

Under Armour's October 2005 "Power in Pink" campaign is part of the brand's recent expansion to female athletes. In January 2005 at The Super Show in Orlando, Under Armour® debuted more than 60 new women's products, including a variety of new colors such as Punch, Sky, Mist and Chili; the new women's Metal Series™, a line of products that maximize moisture transport by pushing sweat to the fabric's surface, where evaporation pulls it from the body; and a variety of fitness gear inspired by the brand's popular Duplicity SportBra, which won the Sporting Goods Manufacturing Association's "Product of the Year" in 2004. This spring, the leader in performance apparel also debuted its first-ever women's advertising campaign entitled "Goodbye Girl," featuring Olympic Gold medalist and WUSA soccer star Heather Mitts. Overall growth for Under Armour's women's product line recently hit an all-time high with an increase of more than 1,200 percent, while its Original Sports Bra alone saw an increase in sales of 8,000% in 2004.