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## **Under Armour Launches UA Record™, the Latest Addition to the Definitive Digital Health and Fitness Network**

**UA Record unites your personalized health and fitness data with activity tracking, workout logging, social challenges, original Under Armour content and community features for an all-in-one digital experience**

**Las Vegas, NV (January 6, 2015)** - Today Under Armour (NYSE:UA) unveiled UA Record™, the latest addition to the world's most comprehensive health and fitness network, at the Consumer Electronics Show in Las Vegas. UA Record simplifies your personal health data with fitness activity tracking tools, connects you to your digital community and keeps you synced with your fitness goals 24/7/365. It's available now for download on the [App Store](#) or from the [Google Play™ store](#)

"UA Record offers everyone of all fitness levels the ability to proactively manage their health and fitness," said Kevin Plank, Founder and CEO, Under Armour. "By syncing the thousands of fitness tracking devices and apps onto its open platform, and creating a visual dashboard of your data, UA Record is a simple and empowering tool designed to help people lead healthier and more active lives."

Data features include motion and GPS activity tracking from mobile sensors and third party devices, analysis from individual workouts and a total snapshot of your progress - including steps, sleep, caloric burn, heart rate and weight.

Members can invite up to 20 friends within their network to compete in customized health and fitness challenges centered on specific goals. Challenges are based on workout count, total distance, total steps and calories burned. These daily, weekly or monthly competitions provide real-time updates, leaderboard progress and an open conversation forum for group participants.

The ability to share content, such as videos, photos and workout stories is built into the app along with access to original content on nutrition, training methodologies, injury prevention and more directly from leading health and fitness experts.

Employing the Under Armour Connected Fitness™ API/SDK platform ([developer.underarmour.com](#)) ensures that a wide range of devices and apps will directly sync with UA Record including Armour39® and MapMyFitness®.

"UA Record provides you with a tailored roadmap to understand more about your body, fitness performance and health than ever before," said Robin Thurston, SVP, Connected Fitness, Under Armour. "Achieving your health and fitness goals is now possible on your own terms with a strong community behind you."

Product updates are planned throughout the year. Each new feature will further enhance the platform's personalization and connectivity. Coming soon, members will have the ability to incorporate customized feedback and use personal in-app health assessments.

To get connected, download the mobile app on the [App Store](#) or from the [Google Play store](#). You can also visit [record.underarmour.com](#) to set up an account or log in with an existing MapMyFitness or Under Armour account.

### **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](#).

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