



## **UNDER ARMOUR® CLOSES OUT A YEAR IN THE HEADLINES**

Under Armour® Performance Apparel ended 2004 on a high note when the company garnered feature-length media coverage in two of the world's leading media outlets: USA Today and ESPN The Magazine.

The December 13, 2004 issue of USA Today (circulation: 2,192,098) featured a full-blown profile story on the front cover of the "Money" section of USA Today. The above-the-fold story gave an in-depth look into the rise of Under Armour® since its inception and attributed Kevin Plank's concept of tight-fitting compression wear to bolstering growth in the overall sporting goods industry, citing that "Under Armour dominates the sector, which is expected to see \$400 million in sales this year by all manufacturers." The article featured a graphical representation of the changing fabrication within sports apparel, tracked sales of compression wear and athletic wear overall clearly showcasing Under Armour's dramatic rise over the past two years alone, and profiled Kevin Plank, founder and president, as a true visionary in the world of sporting goods business.

In November, 2004, Under Armour® also landed a five-page feature and color photo layout about Under Armour's meteoric rise to success in ESPN The Magazine (circulation: 1,550,138). Featured during prime retail sales time in the November issue, the piece, which included glossy photos of Kevin Plank and his founding partners, and images of athletes who have been long-time supporters of the brand, Eric Ogbogu and Jeremy Bloom, summed up Under Armour® with the following statement: "The brand's ascendance from niche company to pop-culture symbol is the type of legend that hasn't hit the sporting-goods scene since a guy named Phil Knight and a company called Nike started making goofy-looking, waffle-soled running shoes..." The story entitled, "Sweat Equity: An Ex-College Baller Has Turned Soaked T-Shirts Into One Nation, Under Armour," underscored Under Armour's phenomenal success and touted the gear's performance advantage, as told by none other than professional athletes who use it and love it.