



July 23, 2015

## **Under Armour Announces Multi-Year Partnership with FC St. Pauli and Opening of New Munich Office**

### **The Brand Also Extends Agreement with Austria Ski Team and Adds Elite German and Austrian Athletes to its Growing Roster**

**Munich, Germany (23, July 2015)** – At an event hosted at their new Munich office, **Under Armour (NYSE:UA)** announced several new strategic partnerships in Germany and the surrounding region in support of the brand's aggressive global expansion plans.

The new partnerships include Under Armour's multi-year official technical sponsorship of FC St. Pauli, a club with a distinct and progressive identity unlike any in global football. Starting in July 2016, the brand will design and outfit the club's senior team and youth academy teams with match day and training kits. A key element of the partnership will be infusing new product innovations engineered to help the academy team athletes reach their full potential. The partnership will also focus on special initiatives designed to support the club's local community in Hamburg.

In attendance to announce the new partnerships and commemorate the office opening were Under Armour Founder and CEO Kevin Plank and President of International Charlie Maurath. They were joined by the President of FC St. Pauli Oke Goettlich, MMA superstar Georges St-Pierre, and Olympic gold medalist snowboarder Julia Dujmovits.

"Driving deeper growth in Germany and Austria is a pivotal component of our comprehensive international growth strategy," said Maurath. "Through design, innovation and our Under Armour Connected Fitness platform we look forward to forging long-term relationships with athletes of every level in the region."

Under Armour also announced a two-year extension as the official sponsor of the highly decorated Austria Ski Team, who will continue to be outfitted from head-to-toe in performance training apparel, footwear and equipment. Having won several World Cup titles and gold medals in international competition, the Alpine World Ski Champions are one of the most prolific sports organizations in the world. Two of the team's top athletes — Marcel Hirscher and Julia Dujmovits — have each signed individual sponsorship deals to represent the brand.

Germany's top ranked male beach volleyball team of Jonathan Erdmann and Kay Matysik, as well as tennis star Dustin Brown — currently ranked third in the nation — join the region's highest ranked golfer, Bernd Wiesberger, on the brand's world-class athlete roster.

Under Armour will elevate its retail presence in Germany with the launch of a new shop-in-shop experience at four key SportScheck locations. SportScheck is Germany's largest multichannel sporting goods retailer. The first UA shop-in-shop will launch in September in Munich, with Berlin, Cologne and Stuttgart set to follow by the end of 2015.

For more information on Under Armour, please visit [UA.com](http://UA.com).

#### **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. The Under Armour Connected Fitness™ platform powers the world's largest digital health and fitness community through a suite of applications: UA Record, MapMyFitness, Endomondo and MyFitnessPal. The Under Armour global headquarters is in Baltimore, Maryland. For further information, please visit the Company's website at [www.uabiz.com](http://www.uabiz.com).

###

#### **CONTACTS:**

Erin Wendell

Under Armour, Inc.

410-952-3800

[ewendell@underarmour.com](mailto:ewendell@underarmour.com)

Tai Foster  
Under Armour, Inc.  
443-691-2633  
[tfoster@underarmour.com](mailto:tfoster@underarmour.com)