



## **UNIVERSITY OF HAWAII ATHLETICS DEPARTMENT AND UNDER ARMOUR REACH OUTFITTER AGREEMENT FOR UH FOOTBALL**

### **Under Armour Designated as Outfitter for UH Football**

Baltimore, MD (February 25, 2008) – Under Armour, Inc. (NYSE:UA) The University of Hawaii and Under Armour, Inc. today announced a multi-faceted eight-year partnership that designates Under Armour as the performance apparel and footwear outfitter for the University of Hawaii Warrior football team. In addition to providing technologically advanced performance apparel and footwear, the partnership includes Under Armour marketing rights. The partnership, slated to begin in July 2008, deepens Under Armour's on-field presence in the Football Bowl Subdivision (FBS). In addition to the Warriors, the brand has official outfitter relationships in The Atlantic Coast Conference, The Big 12, and The Southeastern Conference, including agreements with The University of South Carolina and Auburn University. "We're thrilled to add Hawaii to the very select list of football programs we're outfitting," said Kevin Plank, Under Armour Chairman and CEO. "We identified UH as a team we wanted to outfit with our state-of-the-art performance apparel, uniforms and footwear, and we look forward to giving their student-athletes an advantage on field while also using the relationship to showcase our latest innovations in footwear, uniform designs, fabrics and textiles."

A rising national powerhouse in the FBS, the 2007 WAC Champions will aim to build on the best season in the history of the tradition-rich program. Under Armour's superior quality performance apparel and footwear will help UH players take their program to new heights. The Warriors will debut their new uniforms when they take on the University of Florida in their season opener on August 30, 2008.

"Under Armour offers a quality line of football products and our players will be thrilled to wear its apparel," Greg McMackin, head coach, said. "Additionally, they have successfully positioned themselves as the aggressive new brand in this field, so we will benefit from having them as an apparel and footwear supplier as well as a marketing partner."

Under Armour has incorporated coaches, facilities and former players from some of its other partnerships in its previous marketing and advertising campaigns, including "Protect This House™" and "Clie&lack™." Past commercials have featured coaches Steve Spurrier (University of South Carolina), Ralph Friedgen (University of Maryland) and Tommy Tuberville (Auburn University). "This is certainly a landmark deal for UH Athletics," said Carl Clapp, interim athletic director. "It will provide our football student-athletes with quality game and practice products, while also providing UH with an outstanding marketing partner. The revenue that Under Armour has committed will enhance our financial situation and we are thrilled to be aligned with such an exciting and progressive company."

Under Armour, the originators of performance apparel, has transitioned athletes into moisture-wicking apparel since 1996.

About Under Armour, Inc. Under Armour® (NYSE: UA) is a leading developer, marketer, and distributor of branded performance apparel, footwear, and accessories. 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 to traditional natural fiber products. The Company's products are sold worldwide and worn by athletes at all levels, from youth to professional, on playing fields around the globe. The Under Armour global headquarters is in Baltimore, Maryland, with European headquarters in Amsterdam's Olympic Stadium, and additional offices in Denver, Hong Kong, Toronto, and Guangzhou, China. For further information, please visit the Company's website at [www.underarmour.com](http://www.underarmour.com).

###