



UNDER ARMOUR MICROMOVIE SET TO DEBUT

Under Armour Performance Apparel will launch the next installment of its popular PROTECT THIS HOUSE advertising campaign as a unique 90-second MicroMovie during the 2004 ESPYs. The 90-second spot and 15-second bumpers will air during the red carpet portion of the July 18, 2004 ESPYs (8 p.m. ET on ESPN2) and throughout the award show (9 p.m. ET on ESPN). A private preview of the MicroMovie will take place during the July 17 Jimmy V Fight For Victory Fundraiser at the Playboy Mansion in Los Angeles in conjunction with the ESPYs, which recognize major achievements, relive unforgettable moments, and salute leading performers and performances from each year in sports.

This MicroMovie is the next episode of Under Armour's overwhelmingly successful PROTECT THIS HOUSE campaign, which has generated more than 60,000 responses since it first aired in Fall 2003 and won a prestigious ADDY Award. The campaign's intense call-and-answer dialogue (visit www.underarmour.com to view the Fall 2003 spots) created a viral effect and is now part of game day ritual for players and fans in collegiate and professional stadiums from Baltimore, the company's hometown, to Seattle.

The 90-second television commercial - which follows the athletes and team seen in the first PROTECT THIS HOUSE spot, including the campaign's star Dallas Cowboy Eric Ogbogu, from the end of the first PROTECT THIS HOUSE commercial through their pre-game preparation and into competition - was co-directed by Rip Lambert of Producer's Video (Baltimore) and Marcus Stephens, Under Armour's creative director. The storyline was conceived entirely in-house by Kevin Plank, Under Armour's president and founder and a former football captain at the University of Maryland, Steve Battista, director of marketing and Nate Shriver, an Under Armour art director.

"We received an incredible response to the first PROTECT THIS HOUSE commercials -- consumers wanted to see what happened next to these athletes and wanted to see them taking the field," commented Steve Battista, director of marketing for Under Armour® Performance Apparel. "The MicroMovie follows real football players through an actual week-long training camp, from 7 on 7 drills to full contact practices run by real coaches. It's another example of Under Armour's commitment to authenticity."

Under Armour's new 90-second commercial coincides with the company's launch of its first-ever uniforms and outerwear. The MicroMovie will air throughout the summer and fall during college and NFL broadcasts and programming, as well as on mainstream and cable network programs. Web and print advertisements in Sports Illustrated, Playboy, Maxim, Men's Health, Men's Journal, ESPN The Magazine and a variety of other outlets, will support the television campaign.

This year marks Under Armour's first as co-presenting sponsor of the ESPY Awards; the originator of performance apparel will present the first-ever entitled ESPY for Undeniable Performance during the July 18 show. Fans can log onto www.underarmour.com until July 18 to vote for the winner as part of this year's ESPN "Season of the Fan" initiative.