




UNDER ARMOUR® ENHANCES PERFORMANCE BELOW THE BELT, REVEALING NEW MEN'S PERFORMANCE APPAREL UNDERWEAR LINE

Relaxed™ Underwear Provide Smooth, Sexy Look and Feel with Moisture-Wicking Technology for Field, Gym or Boardroom Wear

Cool, Dry Performance Combined with Transparent Logo for Stealth Wear Under Dress Shirts and Suits

BALTIMORE, April 28, 2005 - Under Armour®, the originator of performance apparel, today announced the debut of its new men's Relaxed™ performance underwear line, which brings the brand's authentic and innovative apparel to the athletic and fashionable male consumer, and marks the company's entrance into department stores. From the playing field to the boardroom, Relaxed™ features Under Armour's patented Moisture Transport System and complex microfiber fabrics, providing a silkier feel than other compression underwear products on the market. Items in the Relaxed™ line feature cool, creatively boxed packaging, will sell for \$25 each and are available only in Macy's, Hecht's, and Nordstrom stores nationwide, as well as online at www.underarmour.com. Print advertisements featuring Under Armour's Relaxed™ line on a variety of professional athletes - including Baltimore Raven Will Demps - can be seen in spring and summer issues of the hottest-selling men's lifestyle magazines like GQ and Maxim. 

Under Armour's Relaxed™ line includes three tops - V-Neck, Crew Neck, and Tank, as well as three bottoms - SportBrief, BoxerBrief, and BoxerShort. Each style is uniquely, expertly designed with four-way stretch properties for a reliable second-skin fit, eliminating riding or binding. Patented microfiber fabrics and technologies enhance breathability and moisture transport in this new offering, providing active male consumers with a smooth, silky feel while keeping them cool, light and dry. Relaxed™ tops also feature a transparent logo, which enables professional males to enjoy the line's moisture-wicking benefits underneath dress shirts and suits. With each individual product packaged in a small and unique box, Relaxed™ is an ideal gift item for male athletes seeking everyday underwear that support wear and tear while combining the feel of cotton with technically advanced fabrication.

"Athletes have worn Under Armour's gear on the playing field and in the gym for years, but they have still been seeking performance apparel for when it's not ok to sweat - underneath their dress shirt or suit," commented Steve Battista, vice president of marketing for Under Armour. "We have now specifically re-purposed Under Armour's renowned technical fabrications, creating a softer hand with a de-emphasized logo. Under Armour is proud that the competitive advantage male athletes have enjoyed from our gear while working out will now benefit them in the office and boardroom. Once men give Relaxed™ a try, they will never wear cotton underwear again."

In January 2005, Under Armour unveiled a variety of other new products at the Super Show in Orlando, FL. New from Under Armour® this year are UA Tech™ and Streaker™. UA Tech™ combines Under Armour's patented Moisture Transport System with enhanced power stretch and recovery delivering the coolest, lightest loose-fitting athletic apparel on the market. The Streaker™ Collection is designed especially for male and female runners, with longsleeve, shortsleeve and sleeveless T-shirts in a lightweight, generous cut for added comfort.

***** EDITOR'S NOTE: Embedded image features Baltimore Raven Will Demps in products from Under Armour's new Relaxed™ line. Additional images are available upon request. *****

About Under Armour® (www.underarmour.com) Founded in 1996, Under Armour® is the originator of performance apparel, a line of moisture wicking microfiber clothing that pulls perspiration away from the skin to keep athletes cool, dry and light throughout the course of a game, practice or workout. Under Armour manufactures diverse products lines including HeatGear™, ColdGear™, LooseGear™, AllSeasonGear™, TurfGear™ and more, covering all climates and game situations. In 2005 Under Armour launched 60 new products in its women's line, as well as the UA Metal Series™ for women, a series of products for women inspired by the company's popular Duplicity SportBra™, and baseball batting gloves. Entirely new product lines for 2005 include Under Armour's UA Tech™ - a technically enhanced version of the company's LooseGear™ and the UA Streaker™ collection for runners. In 2005, Under Armour® also debuted new colors including Atomic Orange, Chili Red, Zephyr Blue and Citron Yellow. Additionally, in the spring of 2005, Under Armour launched it's first-ever women's multimedia advertising campaign featuring U.S. National soccer star and Olympic Gold Medallist, Heather Mitts.

Under Armour® is available worldwide through its web site and at more than 6,500 retail locations worldwide including Dick's Sporting Goods, The Sports Authority, Hibbett Sports, Modell's, and The Sports Chalet. The official supplier of performance apparel to Major League Soccer, the National Hockey League, USA Baseball and the US Ski Team, Under Armour® is worn by players on numerous NFL teams and in Division I-A college football programs. In Fall 2003, Under Armour® entered the team uniform market, partnering with the University of Maryland football program to serve as its exclusive team outfitter. In 2004, the company introduced the second installment in its popular "PROTECT THIS HOUSE" TV ad campaign, a 90-second MicroMovie that debuted during the 2004 ESPY Awards featuring Dallas Cowboy and former University of Maryland football star Eric Ogbogu.

Under Armour® Performance Apparel is headquartered in Baltimore, MD and employs more than 450 people.

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