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## **Under Armour Evokes its Brand Heritage With New Grassroots Football Commercial for its I Will™ Global Marketing Campaign**

### **Under Armour Athlete and Two-Time Super Bowl Champion Ray Lewis Served as Executive Producer**

**Baltimore, MD (July 8, 2013)** – From the brand that started on the football field, Under Armour (NYSE:UA), unveils a new 60-second spot that gives a nod to its heritage and captures the passion, intensity and grittiness of the next generation of team sports athletes through grassroots football. Exclusively previewed this morning at a press event in London, England, the new commercial, "Ready for August," is the centerpiece of the second chapter in the brand's I WILL™ global marketing campaign.

You can watch the 60-second version of "Ready for August" on <http://www.youtube.com/watch?v=tubbDF0kZY4> now and its broadcast debut is July 15 on ESPN during the 2013 MLB All-Star Game Home Run Derby.

Featuring creative contributions from former Baltimore Ravens linebacker and two-time Super Bowl champion Ray Lewis, who serves as the project's Executive Producer, the heart of the story is the journey of young athletes who have to compete to earn a spot on the team, learn to sacrifice in pursuit of greatness, and embrace hard work to elevate their game to the next level. The gritty portrayal of athletic growth includes scenes of young athletes rising early, navigating through their city and arriving at practice, where the only thing that matters is your effort and drive to be the best.

Lewis helped script the original creative, spent time on set, and participated in editing sessions.

"Under Armour was a part of my career on the field, and even though my playing days are over, having the opportunity to reach young athletes with empowering and positive messages is something I look forward to in the next chapter in my life," said Lewis.

Lewis commented during the editing session: "You show the pure football scenes, the look on their faces, and that will connect immediately with anyone who has ever played the game."

After the 2003 and 2006 brand defining campaigns Protect this House® and Click Clack®, this marks Under Armour's official return to preseason football advertising.

"The team sports adaption of the 'I WILL' campaign represents our brand's core commitment to tell real and unfiltered moments in the journey of the next generation athlete," said Steve Battista, Senior Vice President, Creative, Under Armour. "This Brand knows football, but having Ray Lewis acting as an Executive Producer helped narrow the creative focus into some of the most inspirational stories of his own life, from the coach picking up players in the truck, to Ray racing his rival every day before practice, to the day he finally broke through and made starting defense. He gave us a special perspective on a new storyline – the one-on-one battle within the team."

Featured in the spot are the latest Under Armour football performance innovations including Gameday Armour®, the UA Highlight MC Football Cleat, UA Highlight Football Gloves and Under Armour® Alter Ego Baselayer.

The campaign will be supported by additional content including a 3-minute long-form version of "Highlights," behind the scenes from the set with Ray Lewis, and more.

After its premiere on ESPN, "Ready for August" will be broadcast in the US on Adult Swim, BET, ESPN2, MLB Network, MTV and MTV2. Key digital media partners include Complex, Facebook, ESPN, NFL, Pandora, Stack, Turner, Undertone, USA Today High School Sports, VEVO and YouTube. Print creative can be seen in Baltimore Magazine, The Baltimore Sun, and ESPN the Magazine.

The I WILL™ team sports storyline will be told internationally showcasing different sports in key markets including England, Japan, China, Canada, Mexico and more.

To follow the I WILL campaign, please visit [www.facebook.com/underarmour](http://www.facebook.com/underarmour) and on twitter using @UnderArmour with #IWILL.

## **About Under Armour, Inc.**

Under Armour® (NYSE: UA) is a leading developer, marketer, and distributor of branded performance apparel, footwear, and accessories. 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. For further information, please visit the Company's website at [www.ua.com](http://www.ua.com).

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