



Under Armour to be Official Outfitter of Auburn Athletics

AUBURN-Auburn University Thursday announced it has signed a five-year contract with Under Armour Performance Apparel (NASDAQ: UARM) to be Official Outfitter of the university's athletic teams. The announcement was made jointly by Auburn Athletic Director Jay Jacobs and Under Armour Founder and CEO Kevin Plank. Auburn's athletic teams will wear Under Armour uniforms, cleats, apparel and accessories beginning in the summer of 2006.

The five-year contract is worth over \$10.6 million in sponsorship, product and additional benefits.

"We are extremely excited about our new partnership with Under Armour," Jacobs said. "Under Armour is the leader in performance apparel and their products and focus on improving performance will be a tremendous benefit for Auburn's student-athletes. The commitment Under Armour has made to this program is a strong indicator of the value that Auburn Athletics possesses. This partnership will give Auburn a wealth of marketing opportunities and national exposure."

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.

"This will be a great advantage for our program," Auburn football coach Tommy Tuberville said. "Under Armour will provide our athletes and staff with a competitive advantage by wearing the finest apparel and uniforms available."

"Under Armour was created to provide athletes with a competitive advantage," said Plank, whose company announced its upcoming debut of cleated footwear in a recent commercial campaign. "We see this partnership with Auburn as the perfect opportunity to help take its student-athletes and athletic department to that next level of performance. Auburn is an exceptional university with a top-notch athletic program and we're especially pleased that its teams will be wearing Under Armour footwear."

Under Armour is known for its PROTECT THIS HOUSE marketing campaign, and is the official supplier of performance apparel to National Lacrosse League, Major League Lacrosse, the National Hockey League, USA Baseball and the US Ski Team.

Under Armour is available worldwide through its web site and at more than 8,000 retail locations worldwide including Dick's Sporting Goods, The Sports Authority, Hibbett Sports, Modell's, Academy and The Sports Chalet.

AUBURN UNIVERSITY ATHLETICS

Auburn University, located in Auburn, Ala., was founded in 1856 and is a member of the Southeastern Conference. In 2004-05, the Auburn Athletics had 16 or 21 teams participate in post-season competition, including one national champion (men's swimming and diving) and four SEC Champions. Last year, five programs finished in the Top five nationally, eight in the Top 10 and 13 in the Top 25. The football program finished second nationally with a perfect 13-0 season in 2004 and followed with a 9-2 mark this year.

In all, Auburn has finished in the Top 25 nationally in the Director's Cup All Sports competition for 10 straight years and in the Top 20 four of the last seven years.

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