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Under Armour Opens New York's First "Brand House" Specialty Retail Store

Global performance brand arrives in Manhattan's SoHo district with its largest Brand House ever

Baltimore, MD (April 24, 2014) -Under Armour (NYSE:UA) opened the doors of its newest specialty retail location today at 583 Broadway in the SoHo neighborhood of New York City. With a focus on cutting-edge products and design, the SoHo Brand House is Under Armour's largest retail store to date and a stunning example of the brand's commitment to offering customers a superior shopping experience.

Featuring men's, women's and youth apparel, footwear and equipment, the SoHo Brand House will be New York City's premiere Under Armour® retail destination to shop a full line of Under Armour products that make athletes look, feel and perform their best. The Under Armour Brand House will be staffed with highly-trained product category experts to ensure that all customers receive guidance and recommendations that are tailored to their unique training needs, with the end-goal of outfitting them in the perfect head-to-toe looks. To take the customized shopping experience to the next level, the SoHo Brand House will be the first store to feature Under Armour's Rowhouse Basement shop, where staff will provide private consultations to athletes, celebrities and VIP clientele in an intimate setting.

The Under Armour Brand House will feature nearly 10,000 square feet of interactive retail space that creates a fully immersive brand experience. Through the use of innovative technology, the Brand House will tell the brand story through digital displays that act as points of information, as well as inspiration. The store boasts an impressive marquee video wall made up of over two million LED lights as well as an athlete wall of fame that will feature some of the brand's most authentic and powerful ambassadors. The specialty retail concept for the Brand House has been successfully executed in other locations, including the brand's hometown in Baltimore, MD and Tysons Corner in McLean, VA.

"We are excited to open our first Brand House in New York City, one of the world's most dynamic retail centers," said Susie McCabe, Senior Vice President of Global Retail. "The Under Armour SoHo Brand House is our largest to date and provides us with a new opportunity to expand our mission to make all athletes better while empowering our consumers with an elevated and personalized shopping experience."

Under Armour's newest location will be a destination for customers to experience the brand's latest innovations, including the UA SpeedForm™ Apollo running shoe, the first-of-its-kind Armour39™ performance monitoring system and new ArmourVent™ mesh technology. The SoHo Brand House will also be the first retail location to shop Under Armour's new men's elevated lifestyle collection, 35th & O™. Localized New York products will be offered exclusively at the SoHo Brand House, celebrating the iconic legacy of the city in both sport and style.

The SoHo Brand House will be open Monday - Saturday 10:00 a.m. to 9:00 p.m., on Sundays 11:00 a.m. to 7:00 p.m. and can be reached at (646) 863-7389. New York-based strategic agency a+i design corp (<http://www.aplusi.com/>) provided creative advisory services for store layout, design and features. For more information on Under Armour and the Under Armour Brand House, please visit UA.com.

About Under Armour, Inc.

Under Armour (NYSE: UA), the originator of performance footwear, apparel and equipment, revolutionized how athletes across the world dress. Designed to make all athletes better, the brand's innovative products are sold worldwide to athletes at all levels. Under Armour's wholly owned subsidiary, MapMyFitness, powers one of the world's largest Connected Fitness communities. The Under Armour global headquarters is in Baltimore, Maryland. For further information, please visit the Company's website at www.uabiz.com.

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