



September 10, 2015

## **NFL and Under Armour Announce New NFL Scouting Combine Agreement**

### **Multi-Year Renewal Includes Exclusive Combine Apparel Rights and Expanded Consumer Offerings in Support of the World's Premier Performance Scouting Event**

**New York and Baltimore, MD (September 9, 2015)** – The NFL and Under Armour (NYSE:UA) announced today a multi-year extension of their NFL Scouting Combine agreement. Under the terms of the agreement, Under Armour will maintain exclusive rights as the NFL Scouting Combine's official apparel outfitter and will introduce an expanded line of officially licensed Combine apparel for consumers.

Continuing its exclusive licensing arrangement with the NFL since 2009, Under Armour will outfit all NFL Scouting Combine participants in Under Armour performance apparel designed specifically for the event. Additionally, beginning in the 2016 season, Under Armour will have expanded rights to produce officially-licensed NFL team-specific Combine performance apparel, gloves and accessories for fans.

"We are excited to build on our long-standing partnership with the NFL and to further strengthen our presence as the official outfitter of the NFL Scouting Combine," said Adam Peake, Under Armour's Executive Vice President of Global Marketing. "The NFL Scouting Combine is the biggest moment of these young athletes' lives, and it aligns with Under Armour's mission to break new barriers in performance and innovation. We also have the ability to connect all fans to the Combine and to be an authentic partner in training through our new team-specific gear offerings."

"The NFL is proud to expand our relationship with Under Armour and continue to build the NFL Scouting Combine," said Christopher Halpin, NFL Senior Vice-President of Consumer Products. "Through our new agreement, we are jointly making investments to grow and enhance the Combine, while serving our fans through an expanded line of Combine apparel and accessories. Whether a potential first-round pick or a long-time NFL fan, everyone has fitness goals, and we want the Combine line to support the NFL community in achieving them."

#### **About the NFL Scouting Combine:**

Once a closed event for the potential draft picks, club personnel and a handful of football writers, the NFL has turned the Combine into a four-day marquee calendar initiative, attracting media coverage from around the world. In 2015, NFL Media provided exclusive multi-platform coverage of the NFL Scouting Combine for the 11th year, including live coverage on NFL Network. The 2015 NFL Scouting Combine was the most-watched Combine to date. In addition to NFL Network coverage, the NFL issued this year a Combine record 1,071 media credentials, double the number from five years ago.

#### **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. The Under Armour Connected Fitness™ platform powers the world's largest digital health and fitness community through a suite of applications: UA Record, MapMyFitness, Endomondo and MyFitnessPal. The Under Armour global headquarters is in Baltimore, Maryland. For further information, please visit the Company's website at [www.uabiz.com](http://www.uabiz.com).

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