



September 9, 2015

Under Armour to Provide Live Webcast of Investor Day Meeting

Baltimore, MD (September 9, 2015) - Under Armour, Inc. (NYSE: UA) today announced that the Company will host an Investor Day meeting on Wednesday, September 16, 2015 beginning at 9:45AM Eastern Time and ending at approximately 4:00PM Eastern Time. The meeting will consist of presentations by Under Armour's senior management team including:

- Kevin Plank, Chairman and Chief Executive Officer
- Kevin Haley, EVP, Innovation
- Robin Thurston, Chief Digital Officer
- Adrienne Lofton, SVP, Brand Marketing
- Henry Stafford, Chief Merchandising Officer
- Kelly Cortina, VP, Women's
- Kip Fulks, President, Footwear and Innovation
- Peter Ruppe, SVP, Footwear
- Matt Mirchin, President, North America
- Charlie Maurath, President, International
- Susie McCabe, SVP, Global Retail
- Jason LaRose, Chief Revenue Officer
- Paul Fipps, Chief Information Officer
- Brad Dickerson, Chief Operating Officer / Chief Financial Officer

Due to limited capacity, attendance to the event is by invitation only. However, the meeting will be webcast live at <http://investor.underarmour.com/events.cfm> and will be archived and available for replay approximately three hours after the live event.

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.