



UNDER ARMOUR AND UNIVERSITY OF UTAH ATHLETICS ANNOUNCE OFFICIAL OUTFITTER AGREEMENT FOR UTE FOOTBALL

Under Armour Designated as Official Outfitter of Ute Football

Baltimore, MD (April 8, 2008) – Under Armour, Inc. (NYSE:UA) The University of Utah and Under Armour, Inc. today announced a multi-faceted five-year partnership that designates Under Armour as the official performance apparel and footwear outfitter for the University of Utah football team. Under Armour will supply Utah's football players, coaches and staff with its technologically advanced line of performance apparel, footwear and accessories. The Utes are the latest in a line of powerhouse FBS programs to form a partnership with Under Armour. The brand has official outfitter relationships in The Atlantic Coast Conference, The Big 12, The Western Athletic Conference, and The Southeastern Conference, including agreements with Auburn University, University of Hawaii and the University of South Carolina. "The University of Utah is a program committed to improving performance and we're excited to provide them with an undeniable on-field advantage through our latest innovations in footwear, uniform designs, fabrics and textiles," said Kevin Haley, Senior Vice President, Sports Marketing. "We look forward to our partnership helping the Utes reach new levels of success." In addition to providing technologically advanced performance apparel and footwear, the partnership includes Under Armour marketing and promotional rights. Under Armour has incorporated coaches, facilities and former players from some of its other partnerships in its previous marketing and advertising campaigns, including "Protect This House®" and "Click-Clack™." Past commercials have featured Steve Spurrier (University of South Carolina), Ralph Friedgen (University of Maryland) and Tommy Tuberville (Auburn University).

"Our players and coaches are excited about the opportunity to wear Under Armour products," said Kyle Whittingham, head coach. "We became interested in Under Armour because of the high quality of its product line and its cutting edge appeal. In addition to benefiting our current players and staff, our partnership with Under Armour will be a great recruiting tool."

Under Armour, the originators of performance apparel, has transitioned athletes into moisture-wicking apparel since 1996. Under Armour products are sold worldwide and worn by athletes at all levels, from youth to professional, on playing fields around the globe.

About Under Armour, Inc. Under Armour® (NYSE: UA) is a leading developer, marketer, and distributor of branded performance apparel, footwear, and accessories. The brand's moisture-wicking synthetic fabrications are engineered in many different designs and styles for wear in nearly every climate to provide a performance alternative to traditional natural fiber products. 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, with European headquarters in Amsterdam's Olympic Stadium, and additional offices in Denver, Hong Kong, Toronto, and Guangzhou, China. For further information, please visit the Company's website at www.underarmour.com.

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