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Under Armour's UA Speedform™ Apollo Breaks New Ground

The Will To Push Beyond Existing Limits is Encapsulated in "THIS IS WHAT FAST FEELS LIKE" Multi-faceted Global Campaign

Baltimore, MD (January 30, 2014) – As part of the brand's four-day take-over of New York City's Grand Central Terminal, Under Armour held a press event today to debut the UA SpeedForm™ Apollo running shoe and "THIS IS WHAT FAST FEELS LIKE," the newest iteration of the brand's I WILL™ global marketing campaign. Under Armour Founder and CEO Kevin Plank unveiled the latest spot and introduced the game-changing running shoe, which was recently named "Best Debut" by Runner's World magazine in the 2014 Spring Shoe Guide. NFL Pro Bowler Cam Newton, MMA legend Georges St-Pierre and American Ballet Theatre® soloist Misty Copeland joined Plank at the event.

"THIS IS WHAT FAST FEELS LIKE" brings to life the soul of an athlete with the grit, fortitude and unrelenting spirit to break new barriers. The spot introduces the character, "Apollo," taking viewers through this athlete's pioneering journey as he passes by some of the fastest innovations ever created while forging a new -- and even faster -- path. Peter Berg, director of the true military drama, *Lone Survivor*, collaborated with Under Armour's Creative team and directed the shoot at March Airfield Base in Riverside, California. The 60-second spot is available to watch now at <http://youtu.be/SNNsBUzOsMs>.

"SpeedForm Apollo is the shoe we were born to make. We pushed industry boundaries to deliver breakthrough innovation in footwear that provides performance that runners need," said Matt Mirchin, Executive Vice President, Global Marketing. "Because athletes are never satisfied and never willing to settle, Under Armour will stay at the forefront of technology and innovation to give them just a little bit of an edge to help them perform better."

The UA SpeedForm™ Apollo follows the launch of the UA SpeedForm™ RC. With inspiration from proprietary material technology engineered in a clothing factory, both shoes are constructed using an innovative manufacturing process never before seen in the footwear industry.

Designed to go fast with zero distractions, performance benefits include:

- A seamless 3D molded heel cup
- Anatomical 3D molded vamp
- External heel counter for lock down support
- Perforated breathable upper
- Micro G® midsole for a responsive cushioning
- Medial TPU stability bar
- 5mm, full length, Ortholite Foam embedded sock liner for additional cushioning and moisture-wicking
- Strategically placed abrasion rubber in high wear areas for durability and traction
- Anatomically shaped outsole with natural flex grooves
- 8mm offset; 6.5 ounces/182 g

Starting on February 28, UA Speedform™ Apollo will be available on UA.com, at Under Armour Brand Houses and other key Under Armour retail partners for \$100 MSRP.

The campaign makes its broadcast debut on February 22 during the NFL Network's coverage of the Scouting Combine, followed by placement during ESPN's Golden State Warriors vs. New York Knicks NBA telecast on February 28. The campaign will extend through digital via a number of media partners including NBA.com, NFL.com, YouTube, and will appear in print in *Runner's World*, *Running Times* and *Competitor*. Hudson Mohawke produced the soundtrack for the new spot.

To follow the I WILL story, visit www.ua.com/speedform and @UnderArmour on Twitter and Instagram with #IWILL and #UASpeedForm.

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 global headquarters is in Baltimore, Maryland. For further information, please visit the Company's website at www.uabiz.com.

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