



Under Armour Launches Groundbreaking Performance Cotton Collection

Performance Leader Takes Material to the Next Level with Revolutionary Technology

Baltimore, MD (January 27, 2011) - Under Armour, Inc. (NYSE:UA), the Baltimore, MD-based leader in sports performance apparel, footwear and accessories, announced today its latest product innovation - Under Armour Charged Cotton™, an innovative performance cotton collection. Charged Cotton furthers Under Armour's leadership in technology-based product development by taking standard cotton fabric and infusing it with performance material. The Under Armour Charged Cotton Collection includes men's and women's shirts and shorts as well as capri tights for women available nationwide on March 12th, 2011.

Extensive testing helped to create the Under Armour Charged Cotton Collection, which is the softest, most comfortable material Under Armour has ever produced. Staying true to the Brand's heritage, Under Armour's Charged Cotton wicks away moisture with signature technology and dries five times faster than ordinary cotton. Charged Cotton also offers the much-needed stretch and recovery that is integral to training, resulting in lower "cling force" and a stick-free fit.

"This is truly one of the most exciting product releases in the history of Under Armour, as Charged Cotton is the ultimate marriage of innovation and performance," said Kevin Plank, Founder and CEO of Under Armour. "It has long been our mission to make all athletes better, and that's exactly what we've done with one of nature's most beloved materials."

Consisting of alternating hydrophilic (moisture absorbing) and hydrophobic (moisture repelling) cotton yarns, Under Armour Charged Cotton pushes out sweat when it comes in contact with the fabric. As a result, moisture spreads across the surface area of the clothing, thus speeding evaporation and helping athletes keep cool.

"As a member of the Under Armour family, I am always looking for apparel that works just as hard as I do," said Dallas Cowboys wide receiver, Miles Austin. "Wearing Under Armour Charged Cotton while training makes a tremendous difference. I love how it feels and love how it performs even more."

Under Armour will support Charged Cotton through a multi-faceted Digital, TV and in-store advertising campaign featuring three-time Super Bowl Champion Tom Brady, wide receiver standout Miles Austin and Olympic Ski Champion Lindsey Vonn, to name a few. For more information on Charged Cotton and other Under Armour products, visit www.UnderArmour.com.

About Under Armour, Inc.

Under Armour® (NYSE: UA) is a leading developer, marketer, and distributor of branded performance apparel, footwear, and accessories. 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.