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Colo-Colo Unveils New Under Armour® Kits

The Kit Reveal Marks the Launch of the Brand's Partnership with Chile's Most Decorated Football Club

BALTIMORE, MARYLAND (January 2, 2014) - Colo-Colo and Under Armour today unveiled the team's new Under Armour® kits for the upcoming season. The unveiling also serves as the official announcement of the brand's global partnership and technical sponsorship of the most successful club in the history of Chile's Primera Division. This is the brand's first kit supply agreement with a top-tier South American football club.

As part of the five-year deal, Under Armour will design and develop match kits and training apparel for the Club's teams, and replica products for supporters in Chile and throughout the world. The brand will also outfit the Academy teams with its latest football boots.

"Colo-Colo has a prestigious history and we look forward to them achieving new milestones throughout our partnership," said Matt Mirchin, EVP, Global Brand and Sports Marketing, Under Armour. "The spirit of the Club and passion of their supporters presents an amazing platform for our brand to reach new audiences in Chile, serve as the foundation of our growth in South America and propel our momentum in the game of football."

"For Colo-Colo, it is a great honor to partner with a company like Under Armour. We truly believe that the tie between these two leaders will render long-term success. As president, I welcome the innovative performance brand to Chile," said Arturo Salah, President, Colo-Colo.

The home kit features a white shirt with black trimming, black short and white sock colors. The away kit features a black shirt with white trimming, white shorts and black sock colors. The black and white colors of the home and away kits pay tribute to the colors that the Club has traditionally used since its founding.

The kits are extremely light, weighing only 3.8 ounces, and contain the brand's quick drying technology. Engineered with the brand's HeatGear™ technology, players are ensured to remain cool and light, even in the harshest weather conditions.

The training apparel ranges will feature the brand's most innovative technologies. In the warmer months, Colo Colo players will benefit from wearing HeatGear™ short sleeve training shirts and training shorts to keep them cool. As the season progresses, the range will include a mid-layer top constructed in Under Armour's Charged Cotton® Storm technology to repel water and keep players dry in the rain and snow. In the winter, ColdGear® Infrared training apparel is designed to keep players warmer, longer, without adding weight.

Authentic and replica kits together with training apparel and accessories will be available in Chile in early January.

About Colo-Colo

Colo-Colo is the most popular and successful team in Chile. In its 88-year history it has won 29 national titles and 10 Copa Chile titles. It is the only Chilean team that has won the Copa Libertadores de America, in 1991. Additionally, it has claimed the Recopa Sudamericana and a Copa Interamericana title.

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. For further information, please visit the Company's website at www.uabiz.com.

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