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## **Under Armour Opens New Retail Experience in Panama**

### **Global Performance Leader Continues to Expand its International Footprint with Immersive Retail Space in Panama City**

**Panama City, Panama (June 26, 2014)** Today, Under Armour Founder and CEO Kevin Plank hosted the launch event for the brand's new retail space in Panama City, Panama. Located in one of the country's premiere shopping destinations, Multiplaza Pacific Mall, the store offers the brand's diverse range of performance footwear, apparel and equipment designed to give athletes an advantage when they train and perform.

"Introducing the brand to new markets through authentic retail environments allows us to communicate a powerful and consistent brand story as we continue to expand globally," said Charlie Maurath, President, International, Under Armour. "Athletes in Panama now have the opportunity to experience first-hand the brand's passion for innovation and story-telling."

The first Under Armour retail store in Central America features a giant LED Screen positioned in the center of the display window to showcase the brand's impactful advertising. The metal and wood finishing throughout the interior design underscores the signature raw and gritty ethos of the brand and the innovation and technology engineered into its performance gear.

Athletes will find a wide selection of the brand's footwear collection, including UA SpeedForm™ Apollo, the world's only running shoe constructed using an innovative manufacturing process in a clothing factory. Additionally, among the technical apparel available for purchase is HeatGear® ArmourVent™, a new training apparel technology platform in men's, women's and youth categories.

Opening a brand store in Panama City represents the latest international expansion effort, for Under Armour, which continues to build its presence outside North America. In the past six months, the brand has launched in Brazil, Chile, the Philippines and Singapore.

Under Armour is available in Central America via a partnership with exclusive distributor, Sport House International, Inc.

#### **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. Under Armour's wholly owned subsidiary, MapMyFitness, powers one of the world's largest Connected Fitness communities. The Under Armour global headquarters is in Baltimore, Maryland. For further information, please visit the Company's website at [www.uabiz.com](http://www.uabiz.com).

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