



November 12, 2013

World Class Athletes Battle the Elements in Newest Chapter of Under Armour's Global I WILL™ Campaign

"Under Armour Makes You Better," Features Lindsey Vonn, Shani Davis, Cam Newton, Jordan Spieth, Willie Robertson and Other Elite Athletes Showcasing Innovations Engineered to Perform When the Temperature Drops

Baltimore, MD (November 12, 2013) – At an event in Denver, CO, Under Armour debuted "[Under Armour Makes You Better](#)," and highlighted the science behind ColdGear® Infrared technology. Kevin Plank, Under Armour Founder and CEO, unveiled the new campaign with the help of world champion downhill skier Lindsey Vonn, freestyle skiing sensation Bobby Brown and reigning X Games champion and snowboard cross athlete Dominique Maltais.

Co-branded with DICK'S Sporting Goods, the spot is narrated by Plank and features an all-star roster of athletes including Vonn, Brown, long track speedskating medalist Shani Davis, NFL star Cam Newton, phenom PGA golfer Jordan Spieth, distinguished outdoorsman and star of the hit A&E show *Duck Dynasty* Willie Robertson, and members of the U.S. Bobsled team. The fast paced and high-energy montage shows athletes battling extreme conditions and frigid temperatures with the help of Under Armour's new ColdGear Infrared apparel line. The newest chapter of the I WILL™ campaign will air during Monday Night Football on November 18th when the Carolina Panthers meet the New England Patriots at Carolina. It will continue to run on air and in digital platforms, including ESPN, NFL, Men's Health, Women's Health, Pandora, Stack and many more.

"Our brand was founded on performance innovation to help give athletes that little bit of an edge when it counts the most," said Plank. "In the new 'I WILL' campaign, Under Armour honors the moments of grit and perseverance that drive athletes to conquer the most extreme conditions and athletic challenges to unlock their full potential."

"Working with Under Armour on this campaign felt natural to me because it shows exactly how I face challenges," says Vonn. "When an obstacle gets thrown at you, you have to put up your shield, move it out of your way and focus on the next hurdle. That kind of mental toughness is what keeps me going and improving."

Known for its baselayer products that regulate body temperature and enhance performance, Under Armour has upped the ante with its new ColdGear Infrared apparel technology, which helps athletes stay warmer for longer without adding weight. Inspired by the ceramic coating on military planes, the distinct patterned coating on the inside of the garment absorbs and retains the wearer's own body heat, allowing athletes to perform at their best regardless of the cold-weather elements.

At the event, the brand also debuted the groundbreaking innovations built into the official U.S. Speedskating, U.S. Bobsled and Canadian Snowboarding uniforms that will be worn by athletes in competition in 2014. The U.S. Speedskating uniforms feature game-changing performance technologies and pride-of-country designs created by Under Armour for the international stage. Developed in partnership with world-renowned global security and aerospace company Lockheed Martin, the suit designed for the Long Track competition is the brand's most disruptive and advanced winter sport innovation to date. Full details on the technology will be released soon.

For the soundtrack, Under Armour partnered with Hudson Mohawke whose new song, "Scud Books," adds a pulsating instrumental to the storyline.

To follow the I WILL story, visit www.youtube.com/underarmour and on Twitter using @UnderArmour with #IWILL and #CGInfrared.

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.ua.com.