



Under Armour, Inc. To Present at the Bank of America Merrill Lynch 2012 Consumer & Retail Conference

Baltimore, MD (March 1, 2012) - Under Armour, Inc. (NYSE: UA) today announced that management will present at the Bank of America Merrill Lynch Consumer & Retail Conference being held in New York City on Wednesday, March 7, 2012 at 10:40 a.m. ET.

To listen to the audio portion of the presentation live, log onto: <http://investor.underarmour.com/events.cfm> or <http://www.veracast.com/webcasts/baml/consumer2012/id17348710.cfm>

The audio portion of the presentation will be archived and available for replay approximately one hour after the live event until April 4, 2012.

About Under Armour, Inc.

Under Armour® (NYSE: UA) is a leading developer, marketer, and distributor of branded performance apparel, footwear, and accessories. The brand's moisture-wicking fabrications are engineered in many different designs and styles for wear in nearly every climate to provide a performance alternative to traditional products. 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.ua.com.