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We Have Each Other: Ray Lewis Signs On With Under Armour

By [Terry Lefton](#), Editor-at-Large

Ravens LB Ray Lewis has signed a multi-year deal with Under Armour, the Baltimore-based sports apparel and footwear brand. Lewis is easily the biggest name in Under Armour's stable of NFL endorsers, which includes Jets LB Jonathan Vilma, Packers LB A.J. Hawk and Browns OT Joe Thomas, the No. 3 pick in the '07 NFL draft. "Ray's a performance guy, which matches our brand, and he brings a lot to a team on and off the field as well," said Under Armour VP/Brand Marketing Steve Battista. Lewis, whose last apparel/footwear deal was with Reebok, will appear in print and outdoor ads for Under Armour as soon as this week. Ira Rainess represents Lewis for marketing deals. Other Lewis commercial affiliations include vitaminwater and his Full Moon Bar-B-Que restaurant, and he is also part of a development team that is building a mixed-use sports campus on 11 acres of waterfront land in southeast Baltimore.



Ravens' Ray Lewis Inks Multi-Year Endorsement Deal With Under Armour