



UNDER ARMOUR UNVEILS NEW "ATHLETES RUN" ADVERTISING CAMPAIGN, LAUNCHING BRAND'S FIRST-EVER RUN FOOTWEAR AT RETAIL ON 1/31/09

World-Class Athletes Brandon Jacobs, Heather Mitts, Brandon Jennings, Chris McCormack and More Share their Defining Moments of When They Train to Run and Run to Train

New York, NY (December 9, 2008) – Under Armour, Inc. (NYSE:UA), the originator of performance apparel, today unveiled a new multi-faceted running campaign and showcased their new Spring 2009 running footwear and apparel at an exclusive launch event in New York City.

As a reflection of Under Armour's brand positioning of performance and authenticity, each ad depicts a precise moment when Under Armour's world-class athletes train to run and run to train in a unique and poignant light.

The spots will debut on January 1, 2009 on MTV, ESPN and NFL Network. There will be three 30-second spots including a women's only version. The campaign will feature world-class athletes including Brandon Jacobs, star of the Super Bowl champion New York Giants; Heather Mitts, US National Women's Soccer Olympic Champion; Santana Moss, star of the Washington Redskins; Chris "Macca" McCormack, Ironman Champion; Jeff Samardzija, star pitcher for the Chicago Cubs; Paul Rabil, a Major League Lacrosse standout; Nicole Branagh, Olympic Volleyball player and more. The "Athletes Run" campaign will run on TV, print, online and OOH nationwide.

"Our multi-platform 'Athletes Run' campaign highlights Under Armour's point of view that all runners are athletes and all athletes run," says Steve Battista, Senior Vice President, Brand, Under Armour. "To prepare for competition, athletes run and athletes train. The campaign is a rallying point for athletes who hit the pavement 24/7, regardless of the conditions, because they want to get better."

The foundation of Under Armour's first-ever running footwear collection is the company's new proprietary technology called Cartilage™. The independent suspension system serves as the "connective tissue" between a runner and his environment to enhance performance and provide an exceptionally stable and smooth ride.

UA Run footwear launches at retail on January 31, 2009 and includes four road shoes: the UA Apparition™, UA Illusion™, UA Revenant™, and UA Spectre™, and two trail shoes: the UA Chimera™ and UA Mirage™. Each shoe is specifically engineered to maximize the performance of today's generation of professional, collegiate, high school and amateur athletes who are running as a sport or incorporating running as an essential component in their training regimen.

The campaign was created by Under Armour's in-house creative team led by Marcus Stephens, Senior Creative Director, and Brian Boring, Art Director, and produced with Baltimore based Producers Video. Consumers can view exclusive content on the campaign, as well as the entire line of Under Armour running shoes and technology on www.underarmour.com, starting on January 1, 2009. The new "Athletes Run" spots will also run during the Under Armour High School All-America Football Game and Under Armour Senior Bowl. Under Armour will also be launching a new UA RUN magazine, which will be distributed to more than 200,000 runners at key marathons around the country.

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 synthetic fabrications are engineered in many different designs and styles for wear in nearly every climate. 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.underarmour.com.