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## **Under Armour and FC St. Pauli Launch New Partnership**

### **Under Armour Becomes Club's Official Outfitter Beginning in 2016**

**Munich, Germany (23 July, 2015)** – Under Armour has entered a long-term partnership with one of the world's most progressive football clubs, FC St. Pauli. With a distinct identity rooted in the rebellious and passionate spirit of its supporters and local community, FC St. Pauli has established itself as one of the most admired clubs in Germany and global football.

Starting in July 2016, the Hamburg based club will start wearing match day kits, training product and equipment at every age level.

FC St. Pauli President, Oke Goettlich joined Under Armour Founder and CEO Kevin Plank and President of International, Charlie Maurath for a special event at the brand's new Munich office to officially announce the partnership.

"FC St. Pauli and Under Armour share the belief that culture and passion are the most important characteristics of a brand, and the foundation for any great performance" said Maurath. "The club's cultural significance extends beyond the pitch and so will our partnership. We'll provide the club's senior team and youth academy with innovative and bold kit designs and we will work with the club and its supporters on initiatives that aim to make a positive contribution in the local community."

Founded in 1910, the club has earned an inimitable reputation in world football for their social activism, synergetic relationship with its supporters and surrounding community, an unmatched match day experience and highly rated youth system.

"With Under Armour we have been able to partner with a strong and rapidly growing brand. We are proud and excited about the fact that the partnership will go way beyond a typical kit-supplier sponsorship. The FC St. Pauli and Under Armour both like to do things differently than the competition and challenge the way things are. Together we will be able to drive success on the pitch and in our communities through passion and innovation," said Oke Goettlich

Under Armour adds FC St. Pauli to a growing roster of technical partnerships with world football clubs including Tottenham Hotspur, São Paulo, Colo-Colo, Cruz Azul and Toluca.

#### **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. The Under Armour Connected Fitness™ platform powers the world's largest digital health and fitness community through a suite of applications: UA Record, MapMyFitness, Endomondo and MyFitnessPal. 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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