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## **Under Armour Partners With Rugby Canada**

### **The Men's and Women's National Teams will be Outfitted in New Under Armour Kits for Training and Match Day**

**Baltimore, MD (May 20, 2014)** - Under Armour and Rugby Canada today announced a new multi-year sponsorship designating the performance and innovation brand as the official technical partner for the sport's national governing body. The brand will manufacture and design training and match day kits for Rugby Canada national teams effective immediately.

Under Armour will outfit the Men's Under 17, Men's Under 20, Women's Under 20 and all senior teams. The 2014/15 match day kits for the senior teams will be unveiled next month. The replica kits will go on pre-sale today at [store.rugbycanada.ca](http://store.rugbycanada.ca). The partnership also includes commercial marketing rights and in-stadium signage.

"Rugby Canada is thrilled to partner with Under Armour Canada as our Official Performance Partner and National Team Kit Supplier," said Graham Brown, Chief Executive Officer of Rugby Canada. "The sport of rugby is on the rise both on and off the field throughout Canada. This is highlighted by our National Men's and Women's teams' performances as well as our many new and exciting corporate partnerships. Under Armour will be providing elite performance apparel and products that both our players and fans will be proud to wear."

"This partnership continues our commitment to empowering Canada's rugby players and elevating the national team's presence throughout the world," said Matt Mirchin, Executive Vice President, Global Marketing, Under Armour. "We look forward to providing our proven technology in performance footwear and apparel to athletes whose will and determination earns them the honour to wear the national team kit."

Under Armour is the technical partner for the Welsh Rugby Union, Tottenham Hotspur of the Barclays Premier League, Colo-Colo of the Chilean Primera División and Toluca of Mexico's Liga MX. The Montreal Canadiens dynamic goalie Carey Price, former MMA-champion George St-Pierre, Olympic legend Michael Phelps, PGA standout Jordan Spieth and NBA All-Star Stephen Curry are a few of the world-class athletes who train and compete in the brand's performance footwear, apparel and equipment.

#### **About Rugby Canada**

Rugby Canada is a member of the IRB (International Rugby Board), and is also the NSO (National Sport Organization) responsible for administering the game of rugby Fifteens and rugby Sevens in Canada. Our mission is to keep Canadian rugby competitive at the highest levels domestically and internationally. Mission statement: To inspire, develop, promote, govern and lead Rugby in Canada.

#### **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. Under Armour's wholly owned subsidiary, MapMyFitness, powers one of the world's largest Connected Fitness communities. 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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