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## **Under Armour Opens Chicago's First "Brand House" Specialty Retail Store**

### **Global performance brand expands to Chicago's Magnificent Mile with its largest Brand House opening**

**Baltimore, MD (March 5, 2015) - Under Armour (NYSE:UA)** will open the doors of its newest specialty retail location tomorrow at 600 North Michigan Avenue on Chicago's Magnificent Mile, the city's premier retail destination. With a focus on cutting-edge products and design, the Chicago Brand House will serve as a stunning example of the brand's commitment to offering customers a superior shopping experience.

Featuring men's, women's and youth apparel, footwear and equipment, the Chicago Brand House will be the region's signature space to shop a full line of Under Armour® products that make athletes look, feel and perform their best. Under Armour's newest store will feature two floors of the brand's latest innovations across various product categories, including outdoor, team sports, training, running, golf, studio, youth and footwear. Chicago's Brand House is also the first to offer specialized shops for UA Hunt and UA Fish, featuring the most technical apparel and footwear for this audience.

The Chicago Brand House features nearly 30,000 square feet of interactive retail space and delivers a fully immersive brand experience, telling the brand story through digital displays that inform and inspire. The retail concept has been successfully executed in other premium locations, including New York City's SoHo neighborhood, the brand's hometown of Baltimore, MD and Tyson's Corner in McLean, VA.

"Opening a Brand House on Chicago's Magnificent Mile allows us to establish Under Armour's presence in one of the most vibrant and iconic shopping destinations around the globe," said Susie McCabe, Senior Vice President of Global Retail. "The Under Armour Chicago Brand House will be our largest retail location in the world, highlighting our commitment to innovation while providing consumers with an elevated experience when shopping for apparel and footwear, as well as digital devices and wearables."

Serving as a retail hub for the Under Armour Connected Fitness™ platform, the Chicago Brand House contains the brand's first-ever wearables bar, offering a range of industry-leading fitness devices from brands such as Garmin, Pebble and Misfit, with others to be added in the near future. These activity trackers and sports watches will all integrate with UA Record™, the world's most comprehensive health and fitness network dedicated to changing the way all athletes train, perform and live. For more information visit [record.underarmour.com](http://record.underarmour.com).

Under Armour's newest specialty retail location also reinforces the brand's connection to Chicago and the surrounding areas. A large living wall inspired by the Wrigley Field ivy will be a focal point within the space, and the Brand House will also offer localized Chicago apparel that celebrates the legacy of the city in both sport and style. Under Armour has existing partnerships with iconic local athletic institutions, including the Chicago Cubs, University of Notre Dame and Northwestern University.

To celebrate the store opening, Under Armour is hosting an Earn Your Armour™ Chicago Challenge, a virtual obstacle course which challenges participants to run down Michigan Avenue, kayak down the Chicago River and stair climb up the Willis Tower, ending with a photo-finish on the sky deck. The Earn Your Armour Chicago Challenge will take place at Pioneer Court (3/6, 11 a.m. - 6 p.m. CST) and Shamrock Shuffle (3/27, 10 a.m. - 8 p.m. and 3/28, 9 a.m. - 6 p.m. CST).

The Chicago Brand House will be open Monday - Saturday 10:00 a.m. to 9:00 p.m., on Sundays 11:00 a.m. to 7:00 p.m. and can be reached at 312-690-5094. For more information on Under Armour and the Under Armour® Brand House, please visit [UA.com](http://UA.com) and @UnderArmour on Twitter and Instagram using #UAChicago.

#### **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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