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## **Under Armour and NBA Announce Global Marketing Partnership**

- **Under Armour to Serve as Title Partner and Outfitter of NBA Draft Combine and the Presenting Partner of the Jr. NBA Program in the U.S.**
- **New NBA FIT App Built Using Under Armour's Connected Fitness Platform will Encourage a Healthy and Active Lifestyle**

**NEW YORK**, August 10, 2015 – Under Armour and the National Basketball Association (NBA) announced today a multiyear global partnership that makes Under Armour the title partner of the NBA Draft Combine and presenting partner of the Jr. NBA, the league's youth basketball program. Under Armour will also team with the league to launch an innovative NBA FIT mobile application powered by the brand's Connected Fitness platform. This new marketing and merchandising agreement represents a significantly expanded partnership between the NBA and Under Armour, a league partner since 2011.

As the title partner, Under Armour will become the outfitter of the NBA Draft Combine beginning in 2018, in addition to developing a retail line of NBA Draft Combine apparel for fans. The NBA Draft Combine is an invite-only showcase in which leading draft prospects participate in athletic testing, five-on-five games, and interviews with teams ahead of the NBA Draft presented by State Farm.

The Jr. NBA presented by Under Armour will launch its expanded efforts in the U.S. this October with the goal of engaging five million youth during the first two years of the program through a series of basketball clinics, skills challenges and regional tournaments. This program aims to develop a lifelong passion for basketball in boys and girls ages 6-14 by teaching them the fundamentals of the game, while emphasizing values like sportsmanship, respect, teamwork, and healthy living. The Jr. NBA will include ongoing programming from affiliated youth basketball organizations, resources for participating coaches, and instructional digital content for kids and parents.

"We're proud to expand our partnership with the NBA and continue our shared commitment to help basketball players everywhere realize their potential, on and off the court," said Adam Peake, Executive Vice President, Global Marketing, Under Armour. "The new elements of our partnership will allow Under Armour to leverage our leadership in athletic performance innovation and Connected Fitness to foster the worldwide growth of basketball."

"Under Armour and the NBA share a commitment to basketball, fitness, and healthy living," said Emilio Collins, NBA Executive Vice President, Global Marketing Partnerships. "Together we have a unique opportunity to teach the values of the game to millions of kids through the Jr. NBA program, and to give our fans the latest information on exercise and wellness through the NBA FIT app."

The NBA and Under Armour will introduce the NBA FIT mobile application, which will include training tips, fitness-related content, and access to Under Armour's definitive health and fitness platform, UA Record. Under Armour will also have global licensing rights around the brand's Connected Fitness devices and products.

Additionally, Under Armour will continue to leverage its partnership with the league to promote its NBA athletes, such as 2014-15 Kia NBA MVP and 2015 NBA Champion Stephen Curry, in Under Armour campaigns, brand advertising, social media channels, and at retail. A key component of the new agreement is a global content partnership, giving Under Armour more opportunities than ever before to integrate NBA content into the marketing and promotion of their endorser athletes and products in Under Armour campaigns.

Under Armour will also activate around several key NBA events throughout the year, including NBA All-Star.

### **About the NBA**

The NBA is a global sports and media business built around three professional sports leagues: the National Basketball Association, the Women's National Basketball Association, and the NBA Development League. The league has established a major international presence with offices in 13 markets worldwide, games and programming in 215 countries and territories in 47 languages, and NBA merchandise for sale in more than 125,000 stores in 100 countries on 6 continents. NBA rosters at the start of the 2014-15 season featured a record 101 international players from 37 countries and territories. NBA Digital's assets include NBA.com and NBA Mobile, which achieved record traffic during the 2014-15 season, as well as NBA TV. The NBA is the

No. 1 professional sports league on social media, with more than 850 million likes and followers globally across all league, team, and player platforms. Through NBA Cares, the league and its teams and players have donated more than \$260 million to charity, completed more than 3.3 million hours of hands-on community service, and created more than 970 places where kids and families can live, learn, or play.

### **About Under Armour**

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 Under Armour's website at [www.uabiz.com](http://www.uabiz.com).

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