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Under Armour Launches "Rule Yourself" Campaign Featuring Tom Brady, Misty Copeland, Stephen Curry and Jordan Spieth

"Anthem" spot and series of short films depict the enduring spirit of athletes at the top of their game to redefine what it takes to be the best through relentless training

Baltimore, MD (August 24, 2015) – Today Under Armour (NYSE:UA) unveiled its RULE YOURSELF marketing campaign, which defines the brand's vision for training as a lifestyle. The [60-second "Anthem" spot](#) and a series of shorter films that will debut this fall season showcase the self-discipline of NBA MVP Stephen Curry, American Ballet Theatre® Principal dancer Misty Copeland, two-time golf major champion Jordan Spieth and NFL MVP and Super Bowl Champion Tom Brady, to raise the bar on what it means to be successful in training.

Created in partnership with Droga5 and Oscar-winning cinematographer and director Wally Pfister, the "Anthem" spot shows a different side of the road to glory for athletes Curry, Copeland and Spieth. Even as a champion, principal dancer and MVP, their commitment to getting better is just as strong as it was on day one. In the spot, Curry, Copeland and Spieth are multiplied in front of the viewers' eyes, becoming an army of synchronized athletes, completing rep after rep, relentlessly practicing the skills that set them apart. The visual is impactful not only in its literal execution but also in its metaphorical significance—that each of these athletes must grow and rule their own "army" within to provide the discipline, dedication and relentless spirit required of the best.

"The concept of the 'Rule Yourself' campaign is simple — you are the sum of all of your training. It's the only way to get better, and it's the common thread that unites each of our all-star athletes around the globe," said Adam Peake, Executive Vice President, Global Marketing, Under Armour. "Under Armour provides the gear, equipment and digital tools the athlete needs to push through a tough workout. But we also want to give them that extra inspiration to improve everyday, to keep building their inner army and to stay focused on success even when the going gets tough."

Throughout his rise to NBA MVP, Curry was never the biggest, strongest or fastest player on the court. But he was known as the hardest worker, the first to arrive at practice and the last to leave, drilling shot after shot. "This story captures the hard work that happens when no one is watching, and that's the part of the game that has always kept me coming back for more," said Curry. "When you love the game, you have to embrace the process and learn how to push yourself to get better every day."

From the original tight t-shirt to the Armour® Collection of today, Under Armour's goal has remained the same: to revolutionize the way athletes dress and train. Key training styles are featured throughout the campaign, demonstrating how products function across various end uses. To shop the training collection, visit UA.com.

The brand will launch the 360-degree global campaign with media partners including ESPN, NBC, CBS, MTV, Instagram, Facebook, YouTube and a variety of lifestyle, digital and mobile outlets. To follow the RULE YOURSELF story and to learn more about the campaign visit youtube.com/underarmour and @UnderArmour on Twitter and Instagram. Download UA RECORD and join our fitness community available on iTunes and Google Play.

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.

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