



## **UNDER ARMOUR OPENS ITS SECOND BRANDED RETAIL STORE IN AURORA, IL**

### **On Thursday, May 15, Under Armour Debuts its New Full-Line Retail Store Located In Aurora's Fox Valley Mall**

Baltimore, MD (May 14, 2008) – Under Armour, Inc. (NYSE:UA) Following the November 2007 debut of their first full-line retail store in Annapolis, Md., Under Armour's new 6,000 square foot store features an interactive high-energy brand experience that serves as an unfiltered touch-point to Under Armour's leading innovation in performance apparel, footwear and accessories. Under Armour's second retail store opens in the Fox Valley Mall in Aurora, Ill., on Thursday, May 15. "The success of our first full-line retail store in Annapolis has been tremendous and now we're thrilled to open our second store in Aurora's Fox Valley Mall," said Scott Plank, Senior Vice President, Retail. "Our retail stores offer consumers the authentic Under Armour experience. The retail store is a destination experience that brings to life the environments we create in our commercials and on our website." Built to resemble the inside of a sports stadium, the store is a futuristic mash-up of athletics, science, industry and performance. The design of Under Armour's Annapolis retail store earned top honors in Chain Store Age magazine's 2007 "Retail Store of the Year" awards in the "single unit store" category. The centerpiece of the store is a colossal bronze statue of brand ambassador "Big E" – star of the brand's commercials and advertising campaigns. In addition, the store features a "stadium tunnel" entryway, a 120-inch rear projection HD television screen and a 32-inch multi-media touch-screen kiosk containing branded interactive content and educational elements. Once inside the tunnel entryway, visitors will be immersed in a superior audio visual experience and will be able to shop a full range of Under Armour performance apparel, footwear and accessories. At the Under Armour Fox Valley Mall store, knowledgeable salespeople are available to help consumers learn about all the latest products from Under Armour including the brand's first-ever line of performance training footwear that hit store shelves on Saturday, May 3. The UA Proto Power™, Proto Speed™ and Proto Evade™ trainers will be prominently housed in the footwear section.

Under Armour plans to open at least one additional retail store in 2008 and will continue to evaluate expanding its branded retail business, as the brand continues to grow.

About Under Armour, Inc. Under Armour® (NYSE: UA) is a leading developer, marketer, and distributor of branded performance apparel, footwear, and accessories. The brand's moisture-wicking synthetic fabrications are engineered in many different designs and styles for wear in nearly every climate to provide a performance alternative to traditional natural fiber products. The Company's products are sold worldwide and worn by athletes at all levels, from youth to professional, on playing fields around the globe. The Under Armour global headquarters is in Baltimore, Maryland, with European headquarters in Amsterdam's Olympic Stadium, and additional offices in Denver, Hong Kong, Toronto, and Guangzhou, China. For further information, please visit the Company's website at [www.underarmour.com](http://www.underarmour.com).

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