



TORONTO MAPLE LEAFS & UNDER ARMOUR REACH SPONSORSHIP AGREEMENT

Under Armour to be Designated Official Athletic Performance Apparel Sponsor of the Toronto Maple Leafs; Brand to Have Advertising and Retail Presence Inside Air Canada Centre

Baltimore, MD (September 20, 2007) - The Toronto Maple Leafs and Under Armour, Inc. (NYSE: UA) today announced a multi-faceted sponsorship that includes advertising rights for Under Armour throughout Air Canada Centre during Leafs' home games through the 2009-2010 season. In addition to the advertising rights, Under Armour will carry the designation as the Official Sponsor of Athletic Performance Apparel of the Toronto Maple Leafs. Under Armour Performance gear embellished with the Maple Leafs' symbols will be available in CentreSports, the official Leafs store inside Air Canada Centre.

Under Armour's brand presence inside Air Canada Centre will include rinkboard and videoboard signage, team website and game program advertising and signage outside the Maple Leafs' dressing room doors. In addition, Under Armour's signature "Protect This House" crowd prompt, a tradition at American college and pro football stadiums, will be played during Maple Leafs games.

"It's a great honour to be associated with one of hockey's most historic and storied franchises," said Steve Battista, VP of Brand, Under Armour. "Our rapid growth in Canada and the opportunity to have our performance product available to Maple Leafs' fans on home ice make this a great deal for Under Armour."

"The Under Armour brand has created a tremendous product presence with today's generation of professional and amateur athletes," said Tom Anselmi, executive vice-president and chief operating officer of Maple Leaf Sports & Entertainment. "Under Armour is a great entrepreneurial success story. We're very excited about this new relationship and see many innovative opportunities to work together."

Under Armour is known as the originator of moisture-wicking performance apparel worn by athletes on playing fields around the world. The Under Armour logo is seen in tradition-rich sports venues in the U.S. including on the outfield walls of historic Wrigley Field, home of the Chicago Cubs. The Under Armour logo is also featured in the oldest major league stadium in the U.S., Boston's Fenway Park, home of the Boston Red Sox.

An Official Supplier to both the National Hockey League (NHL) and Hockey Canada since 2003, Under Armour has been creating technical performance apparel for athletes since 1995. Founded by former college football player Kevin Plank, the Company has quickly come to dominate its market in compression performance apparel. Revenues have grown from \$5 million in 2000 to \$431 million in 2006.

The Company's growth in Canada has been equally robust, with revenues up 268% since it established its local headquarters in Toronto in 2004. In addition to players such as Maple Leafs defenseman Bryan McCabe, current NHL stars including Rick Nash of the Columbus Blue Jackets and Dion Phaneuf of the Calgary Flames endorse and wear Under Armour performance products and have appeared in advertising for the Company. Under Armour's performance apparel is available throughout Canada in retailers including Sport Chek, National Sports, Hockey Experts, most Source For Sports retailers, and also online at www.underarmour.ca

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 professional football, baseball, and soccer players, as well as athletes in major collegiate and Olympic sports. The Company's global headquarters is in Baltimore, Maryland and it has offices in Denver, Amsterdam, Hong Kong, and Toronto. The Company conducts its business in Canada through its subsidiary, Under Armour Canada, Inc. For further information, please visit the Company's website at www.underarmour.com.