



January 16, 2014

Under Armour and the Naval Academy Athletics Association Form Multiyear Partnership

Agreement Reflects Under Armour's Continued Support for the State of Maryland and Our Nation's Military

Baltimore, MD (January 16, 2014) – The Naval Academy Athletics Association and Under Armour, Inc. today announced a new multiyear partnership that designates Under Armour as the official outfitter of their varsity intercollegiate athletic programs.

Under Armour, the leading sports performance and innovation brand, will outfit all of the Naval Academy's 33 men's and women's varsity athletic teams beginning in the 2014-15 season. The comprehensive partnership also includes marketing and promotional opportunities. Under Armour has been a consistent and dedicated supporter of the military through its corporate UA Freedom initiative and long-standing association with organizations such as the Wounded Warrior Project.

"Under Armour is extremely proud to outfit the outstanding men and women who not only represent our home state of Maryland but also uphold the highest standards of the true student-athlete," said Matt Mirchin, Executive Vice President of Global Marketing, Under Armour. "The Naval Academy Athletics Association's commitment to brotherhood, tradition and values is on full display across its athletic teams, and we look forward to working with them to honor and advance the institution's rich legacy."

"We are very excited to partner with Under Armour, who continues to distinguish itself as a powerful advocate for the state of Maryland and for the nation's military as a whole," said Chet Gladchuk, Naval Academy's Director of Athletics. "As the leader in sports performance and innovation, Under Armour will provide a great service to all of our student-athletes and will offer them a competitive advantage on the field of play."

This new affiliation further expands Under Armour's leadership in providing proven performance benefits to college athletes on all playing fields. The Naval Academy Athletics Association marks the brand's twelfth Division 1 all-school partnership.

About Under Armour, Inc.

Under Armour (NYSE: UA), the originator of performance footwear, apparel and accessories, revolutionized how athletes across the world dress. Designed to make all athletes better the brand's innovative products are sold worldwide to athletes at levels. The Under Armour global headquarters is in Baltimore, Maryland. For further information, please visit the Company's website at ua.com.

About The Naval Academy Athletic Association

The Naval Academy Athletic Association, founded in 1891 by Robert Means Thompson, is a 501C3 non-profit organization whose objective is to "promote, influence, and assist in financing the athletic contests of the midshipmen of the United States Naval Academy" in accordance with the policy of the Superintendent of the Academy.

Through an intercollegiate athletic program that is one of the largest in the country, and a highly organized club sports program and intramural sports program, each midshipman, male and female, is afforded the opportunity to compete in athletics at a level commensurate with his or her abilities. The emphasis on physical fitness is borne out in the first line of the mission of the Naval Academy: *To develop midshipmen morally, mentally and physically.*

The NAAA arranges the scheduling of over 500 contests in ten conference affiliations for intercollegiate athletics, including the 33 varsity sports and 12 plebe/junior varsity teams, provides coaching staffs, all operational expenses and equipment, and maintains a fully staffed central office to handle the administrative details of the intercollegiate and club sports athletic programs. In addition, it makes all arrangements for approximately 1500 student-athletes who are members of the Navy sports teams for competition either in Annapolis or when they go on the road.

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