



## **Under Armour® is new Official Kit Supplier for Hannover 96**

### **Multi-faceted Cooperation Includes Designation as Official Kit Supplier and Under Armour Brand Presence Inside the AWD Arena**

Baltimore, MD (February, 15 2008) – Starting with the 2008/2009 season, US sports apparel manufacturer Under Armour will become the official kit supplier for the German soccer league club Hannover 96, Under Armour announced today. The new partnership was brokered by Hannover's marketing partner SPORTFIVE. Under Armour and Hannover 96 have signed a contract to cooperate through the 2010/11 season. This agreement includes all technical apparel and accessories for game day and training as well as numerous advertising assets inside Hannover's AWD Arena and promotional rights for Under Armour. "It is a great honour to be associated with one of European football's most historic teams in Germany," said Peter Mahrer, President of Under Armour Europe. "We believe that our high-performance product line of apparel and accessories fits perfectly with the club's aspirations to reach the top level of the German Football League and to gain European acknowledgment." "We are pleased that Under Armour has signed its first Bundesliga football kit suppliers' contract with Hannover 96. The contract is an expression of trust in the high quality of Under Armour's innovative products - as well as a sign of trust in Hannover 96's performance," said Martin Kind, CEO of Hannover 96 GmbH & Co. KGaA. The new Hannover kit will be Under Armour's first kit for a professional soccer team and will be available at the Hannover 96 arena shop as well as at sports retailers throughout Germany. The company has been creating moisture-wicking performance apparel for athletes in the US since 1996 and has been marketing its products in Germany since 2006. Under Armour is already a baselayer outfitter in German professional soccer, handball and ice hockey with existing relationships that include 1860 Munich, the German Icehockey League, Adler Mannheim, TBV Lemgo and TV Großwallstadt. "This deal was worked on for several months and is budgeted within Under Armour's 12-13% annual global marketing spend," said Wayne Marino, Under Armour's Executive Vice President/Chief Financial Officer. "We see it as another authentic anchor point in the Brand's growth in Europe." The brand markets its innovative, functional sports apparel to top athletes as well as to amateur sports enthusiasts. With its first professional soccer kit, the US market leader is taking its high-level performance gear to the next level – the outer layer – and intends to create the world's finest performance soccer kit. Under Armour's performance apparel is available throughout Germany in over 200 of the finest sporting good locations. 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 in Germany by professional soccer, handball, and ice hockey players, as well as athletes in other major sports. The Company's European headquarters are located in Amsterdam, The Netherlands; the global headquarter is in Baltimore, Maryland (USA). For further information, please visit the Company's website at [www.underarmour.de](http://www.underarmour.de).