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Under Armour and São Paulo - Brazil's Most Decorated Football Club - Announce Partnership

The Multi-Year Partnership Launches in May 2015

Baltimore, MD (March 17, 2015) – Today Under Armour (NYSE: UA) announced a multi-year technical sponsorship of São Paulo, the most successful club in Brazilian Football. Beginning this May, the club's First team and Academy teams will be outfitted in Under Armour designed and manufactured match-day kit and training wear. Authentic and replica product for the club's supporters around the world will be available in Brazil and through UA.com.

"São Paulo has played a significant role in football becoming a cultural passion for Brazilians as well as spreading the flair and electric style of play that has become a symbol of the country's everlasting impact on how the game is played on pitches all over the world," said Peter Murray, VP of Global Brand and Sports Marketing, Under Armour. "Their tradition of winning, development of young footballers and strong reputation for embracing innovation makes them a great fit for Under Armour. This partnership will further accelerate our expanding presence in football."

The brand will unveil the club's new match-day kits before the start of the 2015 Brasileirão Série A season.

In addition to winning six national titles, the club has won 12 international titles including three Libertadores da América and three club world championships.

São Paulo joins Under Armour's growing global football roster, which includes Tottenham Hotspur of Barclay's Premier League, Colo-Colo of the Chilean Primera Division, and Cruz Azul and Toluca of Liga MX. US International and Major League Soccer star Jermaine Jones joined the brand in October 2014 and the brand recently announced a partnership with Dutch soccer phenom Memphis Depay, who is the youngest-ever player to score for Holland in a World Cup.

For more information about Under Armour visit record.underarmour.com and follow @Underarmour on Twitter and Instagram.

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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