



December 7, 2016

## **Under Armour To Ring The Opening Bell At The New York Stock Exchange**

### **Honor Coincides With Under Armour Announcing Major League Baseball Partnership and Change of Ticker Symbols**

NEW YORK, Dec. 7, 2016 /PRNewswire/ -- Today, Under Armour (NYSE: UA, UAA), a global premium performance apparel, footwear, and equipment brand, will ring The Opening Bell® at the New York Stock Exchange (NYSE).



**UNDER ARMOUR®**

Under Armour Founder and CEO Kevin Plank will ring The Opening Bell® alongside Baseball Commissioner Robert D. Manfred, Jr., Chicago Cubs Chairman and Owner Thomas Ricketts, and Under Armour baseball athlete Aaron Judge. On December 5, Under Armour announced a groundbreaking new partnership with MLB, marking Under Armour's first-ever professional league uniform deal. Beginning in the 2020 MLB season, Under Armour will be the exclusive MLB provider of on-field uniform components, including jerseys, baselayer, game-day outerwear, and year-round training apparel for all 30 MLB Clubs.

The honor of ringing The Opening Bell® also coincides with Under Armour announcing a change in ticker symbols on the New York Stock Exchange. Effective at the start of trading today, the ticker symbol for Under Armour's Class C Common Stock will change to "UA" and the ticker symbol for Under Armour's Class A Common Stock will change to "UAA".

A live feed of the NYSE Opening Bell® (9:26 a.m. ET) can be found at <http://new.livestream.com/NYSE>. Photos and video of the NYSE Bell Ringing Ceremony will also be available courtesy of the NYSE at [media@theice.com](mailto:media@theice.com).

#### **About Under Armour, Inc.**

Under Armour, 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](http://www.uabiz.com).

Under Armour has two classes of publicly traded common stock listed on the New York Stock Exchange: Class C stock trades under the ticker symbol "UA" and Class A stock trades under the ticker symbol "UAA". For more information about Under Armour's stock, please visit the Company's Investor Relations website at <http://www.uabiz.com/investors.cfm>.

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