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## Under Armour Unveils Newest Chapter of I WILL WHAT I WANT™ Campaign Featuring Gisele Bündchen

### Gisele joins Under Armour's Women of Will and helps define the spirit of the brand's most expansive women's marketing campaign to-date

**Baltimore, MD (September 4, 2014)** – Today **Under Armour (NYSE:UA)** unveiled the newest chapter of I WILL WHAT I WANT™ featuring Gisele Bündchen. Gisele makes her debut for the brand in a bold film and interactive digital experience highlighting her athleticism and unwavering dedication under pressure. The campaign continues to celebrate the inner and outer strength of women and highlights the brand's commitment to designing innovative products for both female athletes and athletic females.

Since its debut in July with a film featuring American Ballet Theatre® soloist Misty Copeland, the I WILL WHAT I WANT™ campaign has championed stories of women from various athletic backgrounds who have broken barriers to climb to the top of their respective fields. Gisele joins Under Armour Women of Will ambassadors Copeland, world champion downhill skier Lindsey Vonn, professional tennis player Sloane Stephens and US Women's National Soccer Team standout Kelley O'Hara. Like these trailblazing women, Gisele has defied labels and critics to build a life around her passions. Her indomitable spirit, captured throughout the campaign, illustrates that she wills what she wants - on and off camera.

"Most women at a certain point in their life encounter contradicting opinions, expectations, praise and criticism. Having lived her life in the public eye since she began modeling at 16, Gisele knows what it means to focus inward in order to beat the noise and achieve her own goals." said Leanne Fremar, Senior Vice President and Executive Creative Director, Under Armour Women's. "Along with scaling to the heights of her profession as a model and a global fashion icon, she's an incredibly athletic woman, dedicated to her practice of martial arts and yoga."

"I'm so excited to be part of the Under Armour I WILL WHAT I WANT campaign," said Gisele. "This incredibly inspirational initiative serves as a powerful reminder of all the amazing things women can do despite the pressures and criticisms we may encounter. Having the strength to tune out negativity and remain focused on what I want gives me the will and confidence to achieve my goals."

Under Armour and Droga5 developed the interactive digital experience for the I WILL WHAT I WANT™ campaign, including a [60-second film](#) and a social engagement platform on <http://iwillwhatiwant.com/gisele>. The footage of Gisele working out is populated by real comments invading her space from critics and supporters. All the while, front-and-center, Gisele remains focused to prove that will beats noise. The same concept is extended into a custom web experience that streams social commentary in real time. The brand will advertise digitally with media partners *Glamour*, *People*, *Refinery29*, *Well + Good*, *ESPN* and more.

"After the initial announcement of Under Armour's partnership with Gisele, we decided to use its unexpected, surprising nature to our advantage," said Sarah Thompson, Chief Executive Officer, Droga5. "We looked at how the public was responding and incorporated those comments to show the strength it takes to transcend external opinions and succeed in today's world."

The digital campaign also features a mobile experience via IWILLWHATIWANT.com, available now on iPhone and iPod touch on the App Store, and other platforms. The digital experience serves as a community for women to track, analyze, and share their fitness and athletic lifestyle. Gisele, Vonn, Copeland, Stephens, O'Hara and other Under Armour ambassadors will actively participate, providing consumers with unique insights into their day-to-day activity and motivations.

To follow the I WILL WHAT I WANT story and to learn more about Under Armour Women's, visit [IWILLWHATIWANT.com](http://IWILLWHATIWANT.com), [facebook.com/UnderArmourWomen](https://www.facebook.com/UnderArmourWomen) and join the conversation on Twitter @UAWomen and on Instagram @UnderArmourWomen with #IWILLWHATIWANT.

#### 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. Under Armour's wholly owned subsidiary, MapMyFitness, powers one of the world's largest Connected Fitness

communities. 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).

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