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Under Armour Takes Over Badger Country With University of Wisconsin Partnership

Global Performance Brand and the University of Wisconsin-Madison Announce 10-Year Partnership as Exclusive Outfitter of University's Athletic Teams

MADISON, Wis., Oct. 9, 2015 /PRNewswire/ -- Under Armour (NYSE: UA) and the University of Wisconsin-Madison today announced their new long-term partnership at a press conference on the school's campus. Under Armour Founder and CEO Kevin Plank joined the University's Athletic Director Barry Alvarez to formally announce that the global leader in performance footwear and apparel will become the official outfitter of the University beginning July 1, 2016.



As part of the 10-year partnership, Under Armour will exclusively design and supply the footwear, apparel and accessories for training and game-day uniforms for all 23 of the University's men's and women's varsity athletics teams.

"The University of Wisconsin is an institution built on the highest values of academic excellence, and we are extremely proud to be teaming up with one of the most vibrant, distinctive and successful athletic programs in the country to help elevate the performance of all Badgers with innovative footwear and apparel," said Kevin Plank, Founder and CEO of Under Armour.

In addition to outfitting the Badgers athletic teams, the brand plans to integrate the University into its wide-ranging story-telling efforts, including global marketing campaigns, social media initiatives, in-store promotions and grassroots activations.

"I am absolutely thrilled about our new partnership with Under Armour," Wisconsin Director of Athletics Barry Alvarez said. "Kevin Plank and his team have established a brand that fits perfectly with the Wisconsin athletics story and culture. Our primary focus at Wisconsin is, of course, our student-athletes, and Under Armour's passion and commitment to high quality and innovation will benefit our student-athletes for years to come. Our entire department is looking forward to a long and mutually productive relationship with the Under Armour team."

The University of Wisconsin is one of the most recognizable and consistent programs in all of college athletics. The school has won 28 national championships and played in more combined NCAA men's basketball tournaments and football bowl games than any other university since 1996. The Badgers, who have played in the last two Final Fours and three of the last five Rose Bowls, own the nation's longest streak of consecutive years with a bowl and NCAA men's basketball tournament appearance at 13.

This new affiliation further expands Under Armour's leadership in providing proven performance benefits to college athletes on all playing fields. The partnership with Wisconsin marks the brand's 32nd Division I all-school partnership including 17 Division I FBS football programs and 41 Division I men's basketball programs.

About Wisconsin Athletics

The University of Wisconsin-Madison is a charter member (1896) of the Big Ten Conference. The university sponsors 23

varsity sports programs and is home to nearly 900 student-athletes. Wisconsin Athletics is committed to providing its student-athletes with a world-class experience that includes academic and athletic achievement, community involvement and life-enhancing opportunities.

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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