



## **Under Armour's 2011 "Power in Pink" She's a Fighter® Campaign Celebrates Women's Courageous Fight Against Breast Cancer**

*Tell Your Story and Become the New Face of the Brand*

### **Under Armour's 2011 "Power in Pink" She's a Fighter® Campaign Celebrates Women's Courageous Fight Against Breast Cancer**

**Baltimore, MD (May 4, 2011) - Under Armour, Inc.** (NYSE: UA), the Baltimore, MD-based leader in sports performance apparel, footwear, and accessories, kicks-off its ninth annual "Power in Pink" program to celebrate the many women who use fitness and exercise in the fight against breast cancer. The goal of the program is to open a dialogue about the importance of fighting this disease by maintaining a balanced health and wellness lifestyle. "Power in Pink" will feature real survivors in a national advertising campaign, partnerships with non-profit organizations, high school and collegiate "Power in Pink" games across the country, and an exclusive line of high-performing "Power in Pink" gear.

Unique to the "Power in Pink" program is the She's a Fighter® Survivor Search. Under Armour is encouraging survivors and women currently living with breast cancer to share their stories of strength and survival at [www.underarmour.com/powerinpink](http://www.underarmour.com/powerinpink). Under Armour will select three stories of courage and hope to become the new faces of the "Power in Pink" brand campaign. Ensuring that all women are inspired and supported in the overall fight against breast cancer, the winners will also be integrated into online efforts by having a presence on the program's Facebook Fan Page: [www.facebook.com/powerinpink](http://www.facebook.com/powerinpink).

As part of the national campaign, the selected winners will receive an all-expense paid trip to Under Armour headquarters in Baltimore, MD where they will be part of a photo shoot, among other key campaign activities, and awarded \$5,000 to each winner's charity of choice. Entries are being accepted now through June 15, 2011 and the survivors will be announced in July.

"Since the inception of the 'Power in Pink' program, we have been inspired by the strength and determination survivors have shown in battling breast cancer and their refusal to surrender their everyday lives and workout routines," said Adrienne Lofton, Senior Director of Women's Marketing. "Under Armour is proud to continue to support our female community and foster dialogue through the 'Power in Pink' platform."

In 2003, Under Armour created the "Power in Pink" campaign to help educate female athletes about the importance physical activity can play in helping to overcome breast cancer. Throughout the months of September and October, consumers will be able to purchase pink ribbon-imprinted styles at Under Armour specialty stores, online, and select retail locations nationwide, while supplies last. Visitors to the site will be able to read the stories of the survivors and learn about their resolve to overcome breast cancer. In addition, the site will feature links to key educational resources.

The "Power in Pink" line includes a variety of technical tops, bottoms, accessories, and footwear for women and a selection of men's technical apparel, all bearing the iconic pink breast cancer awareness ribbon. The "Power in Pink" collection continues to expand and will now include a variety of items from the mountain/outdoor line.

For every "Power in Pink" item purchased in-store or online, Under Armour will donate ten percent of the proceeds to a number of organizations dedicated to the fight against breast cancer. Since the inception of "Power in Pink" nine years ago, Under Armour's annual donation has more than doubled each year thanks to the continued growth in popularity of the special collection of apparel, accessories and footwear.

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

Under Armour® (NYSE: UA) is a leading developer, marketer, and distributor of branded performance apparel, footwear, and accessories. The Company's products are sold worldwide and worn by athletes at all levels, from youth to professional, on playing fields around the globe. The Under Armour global headquarters is in Baltimore, Maryland, with European headquarters in Amsterdam's Olympic Stadium, and additional offices in Denver, Hong Kong, Toronto, and Guangzhou, China. For further information, please visit the Company's website at [www.underarmour.com](http://www.underarmour.com).