



The Top Collegiate Bass Fishing Teams to Compete for the Fourth Annual Under Armour® College Bass National Championship

Lake Mamuelle in Little Rock, Ark., will Host the First Two Days of Competition

Baltimore, MD (June 23, 2008) - Under Armour, Inc. (NYSE:UA) This summer, approximately 112 collegiate bass anglers will compete in the 2008 Under Armour College Bass National Championship. From July 9 - 10, the anglers will fish Lake Mamuelle in Little Rock, Ark. After the Day Two weigh-in on July 10, the tournament will move to a mystery lake that will be new to all competitors for the final day of competition on July 11. CollegeBass.com will stream daily weigh-ins live, and complete tournament coverage will air on ESPNU later this summer.

The three-day tournament showcases more than 50 of the top collegiate bass fishing teams in the country including Arizona State University, Auburn University, and The University of Tennessee, competing for thousands of dollars in scholarship money and the chance to secure their legacy as national champions. Last year's winners were Scott Wiley and Brett Thompson of Virginia Tech, who took the title with an 8.8 pound bag.

"Under Armour is proud to support these college students as they pursue their passion for bass fishing," said Kip Fulks, Under Armour's Senior Vice President of Outdoor and Innovation. "This is an authentic college tournament that allows us to outfit young anglers with Under Armour's technically advanced performance apparel to ensure that each outdoor athlete is able to perform at their highest level."

Student anglers qualify their two-person team through sanctioned campus club tournaments held earlier in the year, and then go on to face the best from competing colleges and universities across the country. Anglers from each participating school will fish for large-mouth and spotted bass 12 inches or longer, with a five-fish limit. Teams will fish a standard three-day format, with the field narrowed down to the top five teams on the final day. Weights will then be zeroed, and the largest one-day total on the final day will take the title.

"The Under Armour College Bass National Championship was created to support bass fishing at the college club level, and our incredible growth every single year proves just how popular this sport is among college students," said Steve Levi, general manager of fishing properties for Career Sports & Entertainment, the integrated sports and entertainment agency that developed the tournament. "The beauty of the event is that we've created a level playing field that allows small and large schools to compete against each other, and just about every college or university in the country can participate. I can't think of another college sport where that is true."

For more information, visit www.CollegeBass.com.

Participating Schools:

*Arizona State University	*St. Ambrose University
*Arkansas Tech University	Stephen F. Austin University
Auburn University	Tarleton State University
*Ball State University	*Texas A&M University
*Baylor University	*Texas Tech University
Brown College	Truman State University
Concord University	*University of Alabama
*Drury University	University of Alabama - Birmingham
	University of Arkansas - Fayetteville
*Eastern Kentucky University	University of Arkansas – Little Rock
*Faulkner University	University of Kentucky
Florida Atlantic University	*University of Illinois
Freed-Hardeman University	*University of Iowa
Georgia College & State University	*University of Louisiana-Lafayette
Georgia Southern University	*University of Louisville
Indiana University – Bloomington	University of Mississippi
Iowa State University	

Jefferson State Community College

*Kansas State University

Louisiana Tech University

Milwaukee School of Engineering

*Murray State University

*North Carolina State University

Northwestern State University

*Pittsburg State University

*Purdue University

*Southeast Missouri State University

*Southern Illinois University – Carbondale

Southern Illinois University - Edwardsville

*Competed in the 2007 Under Armour College Bass National Championship

University of Montevallo

*University of Oklahoma

University of South Alabama

*University of Tennessee - Knoxville

*University of Tennessee – Martin

University of Wisconsin – Eau Claire

University of Wisconsin – Madison

University of Wisconsin – River Falls

University of Wisconsin – Stevens Point

*University of Wisconsin - Whitewater

*Virginia Tech University

*Western Kentucky University

About the Under Armour College Bass National Championship:

Created in 2004, the Under Armour College Bass National Championship has quickly evolved into the most prestigious collegiate championship for bass fishing. This year's event will feature approximately 56 teams representing colleges across the United States. The 2008 event will be televised on ESPNU this summer.

Sponsors of the 2008 Under Armour College Bass National Championship include Under Armour, Academy Sports + Outdoors, Strike King, The Charmer Sunbelt Group, Costa Del Mar, Motorguide, Triton Boats, Mercury and Falcon Rods.

About Under Armour, Inc.

Under Armour® (NYSE: UA) is a leading developer, marketer, and distributor of branded performance apparel, footwear, and accessories. The brand's moisture-wicking synthetic fabrications are engineered in many different designs and styles for wear in nearly every climate to provide a performance alternative to traditional natural fiber products. 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.

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