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Under Armour Opens First Digital Headquarters in Austin's Revitalized Seaholm Power Plant District

Under Armour Connected Fitness™ Debuts In Iconic Downtown Development

Austin, TX (March 11, 2015) – Today Under Armour (NYSE:UA) opened its first-ever Connected Fitness digital headquarters in downtown Austin, Texas. Located in a new commercial development near the restored City of Austin Power Plant, the office currently employs more than 100 industry-leading engineers, data scientists, designers, and product innovators in digital health, fitness, and sports and is expected to grow substantially by the end of the year. 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 Connected Fitness office is more than 35,000 square feet, and occupies the second floor of the adjacent building to the City of Austin Power Plant. The five acres surrounding the office are being transformed into a mixed-use urban oasis featuring 1.5 acres of public open space and a plaza; a 30-story residential tower and 33,000 square feet of retail space. This is the first Under Armour office in Texas, and the only office in the brand's history solely dedicated to digital innovation.

The Under Armour Connected Fitness team will focus on building the company's digital products, with the mission to make all athletes better by providing the tools they need to train, perform and live. The product suite was strengthened with the MapMyFitness acquisition in 2013, and solidified with the recent additions of Endomondo and MyFitnessPal. Collectively, Under Armour has a digital community of more than 120 million unique members worldwide.

"In the last six months we more than doubled the size of our Connected Fitness team. Our brand's trajectory in the digital space is unprecedented, and we're building the most equipped and talented team to deliver products that will change lives everywhere through health and fitness technology," said Robin Thurston, Chief Digital Officer of Under Armour. "The talent we have secured and on-boarded is monumental, and our Connected Fitness team is poised to advance the entire landscape of the technology industry."

There will be a notable dedication to health and fitness in the new space, with perks including a spin boardroom; in-office bike storage and repair stations; treadmill desks; a fitness recreation room; men's and women's locker rooms, complete with showers; and a stocked kitchen full of healthy food options. Located one block north of the Lady Bird Johnson Trail, the office provides employees with direct access to running and cycling paths..

The Under Armour team will celebrate the launch of the new office with an open house party leading-up to Austin's seminal digital event, South by Southwest Interactive. The open house will take place Thursday evening from 6:00PM – 10:00PM. For more information and to join in on the conversation, follow @UnderArmour on Twitter and Instagram and visit record.underarmour.com. To learn more about available career opportunities, visit www.underarmour.jobs.

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 Connected Fitness powers the world's largest digital health and fitness community through a suite of open platform 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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