

January 12, 2011

## **Under Armour® Inc., Launches New Always Lethal Campaign with A New Line Of Outdoor Footwear For Hunters**

**Baltimore, MD** – The wait is over! Under Armour, Inc., leading developer, marketer, and distributor of branded performance apparel, footwear, and accessories, has unveiled a new line of outdoor footwear for 2011. This new line of highly technical footwear represents the company's first offerings in the hunting category and will include twelve initial styles. Under Armour will unveil the new footwear in Booth #11044 at the SHOT Show in Las Vegas, Nevada.

World known for unmatched quality and innovation, Under Armour has quickly set the benchmark for performance hunting apparel. Now, hunters of all disciplines can experience the Under Armour advantage in a versatile new line of outdoor footwear. Constructed of the finest materials available, this new line of performance footwear will allow hunters to pursue their game in style and comfort.

“Our goal was to provide hunters and outdoorsmen with the most technologically advanced product available without sacrificing comfort and protection,” said Kip Fulks, Executive Vice President of Product, Under Armour. “We aligned ourselves with the most trusted names in the industry to provide a superior product worthy of the Under Armour brand.”

Outdoor Footwear for 2011 will include:

**UA SIBERIA, UA RIDGE REAPER, UA SPEED FREEK, UA CALIBER, THE H.A.W., UA BREECH, VALSETZ, UA MIRAGE, UA CHETCO TRAIL, UA CHETCO WOMEN'S TRAIL, UA ANTLER ECLIPSE and UA ANTLER INTENSITY**

MSRP ranges from \$22.99 to \$269.99

**All products feature a one-year warranty and will be available at retail starting August, 2011.**

For more information on Under Armour's new line of outdoor footwear, and their complete selection of performance apparel, footwear, and accessories, please contact Under Armour® Inc., at (888) 727-6687 or visit [www.underarmour.com](http://www.underarmour.com).

For Hi-Res images, please contact Eddie Stevenson at [eddie@driftwoodmediacom.com](mailto:eddie@driftwoodmediacom.com) or visit

[www.driftwoodmediacom.com](http://www.driftwoodmediacom.com).

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 fabrications are engineered in many different designs and styles for wear in nearly every climate to provide a performance alternative to traditional 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](http://www.underarmour.com).