



**FOR IMMEDIATE RELEASE**

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## **Under Armour® Inc., Outdoor Division Selects Driftwood Media as Media Relations and Communications Agency**

**Baltimore, MD** – Under Armour, Inc. leading developer, marketer, and distributor of branded performance apparel, footwear, and accessories, has selected Driftwood Media, Inc. to assist with its media relations and communications efforts. Driftwood Media will work directly with Under Armour’s Hunt, Fish, and Tactical divisions.

“We are excited to be working with Eddie Stevenson and Driftwood Media”, said Kip Fulks, Executive Vice President of Product, Under Armour. “We understand and appreciate the vital role of our outdoor media and we will rely on Driftwood to help us maintain constant communication of the UA Outdoor Brands.”

Eddie Stevenson, President of Driftwood Media, Inc. said, “Under Armour’s commitment to quality and innovation is unequalled in the performance apparel industry and their products have gained the respect of our nation’s defenders, athletes and sportsmen alike. I am thrilled to represent such an icon within the industry.”

All media inquiries should be directed to Driftwood Media, Inc.  
For the latest Under Armour Outdoors press releases, product images and videos, please call (210) 259-8491 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).

About Driftwood Media, Inc.

Driftwood Media is a proactive media relations and communications agency that utilizes professional relationships with the nation's most effective outdoor communicators to provide brand exposure and product publicity to the hunting, fishing, tactical and shooting sports markets. Please visit our website, [www.driftwoodmediacom.com](http://www.driftwoodmediacom.com), for more information about our clients and services.

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