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**FOR IMMEDIATE RELEASE**

## **UNDER ARMOUR INTRODUCES THE NEW UPLAND PREY SERIES**

**Baltimore, MD** – Under Armour, Inc., the leader in performance apparel, footwear and accessories introduces a new series to its stellar Always Lethal™ hunting collection, the UA Upland Prey series. This best-in-class, innovative collection features some of the most technological fabrics to keep the upland hunter on the prowl, without being distracted by his gear.

A sport built around both camaraderie and skill, upland hunting is not for the anti-social or indifferent. With a passion for hunting dove, grouse, pheasant and quail, the upland hunter will often walk miles through briars and brambles to fill his quota, and now he has the gear to perform just as hard as he does.

Designed to stand up to the wear and tear of the hunt, the UA Upland Prey series features Under Armour® AllSeasonGear® fabrics that flex with changing conditions to deliver core temperature regulation and maximum breathability. The collection also features strategically placed storage pockets and large game pouches easily accessible to the hunter and a blaze orange colorway that provides an additional protective element.

The UA Upland Prey Game Vest features 100% cotton with 100% nylon overlays and front, side and back loading/unloading capabilities, as well as the large game pouch making this vest extremely handy when nature's bounty is plentiful. Featuring a 4-pocket design and shell holders, it has a place for everything.

The UA Upland Prey Shooting Jacket also features 100% cotton with 100% nylon overlays for durability and comfort. This jacket was designed for usability, as demonstrated with the 6-pocket styling, easily accessible game pouch and shell holders. Also available is the UA Upland Prey Shooting Shirt. Made from 100% polyester for light weight, this shirt also protects from bruising thanks to the shooting shoulder padding and the diagonal chest pocket is designed for quick and easy access.

The UA Upland Prey Brush Pant features 100% cotton with 100% nylon overlays for extra durability and snag resistance during your time afield. The DWR finish repels water and stains, while the 5-pocket styling and secure back pocket provide you with plenty of storage options for your gear.

Mother Nature is a finicky one, but with the UA Upland Prey Series, you're always prepared.

For more information on Under Armour's Upland Prey series and their complete selection of performance apparel, footwear and accessories, visit [www.UA.com](http://www.UA.com) or [www.alwayslethal.com](http://www.alwayslethal.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.UA.com](http://www.UA.com).

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