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Under Armour and Living Classrooms Commit to Revitalizing Community/Recreation Center

Innovative service model will feature a collaboration of best-in-class organizations working to meet community needs at newly refurbished East Baltimore location

BALTIMORE, MD (February 2, 2016) – Under Armour and Living Classrooms Foundation today announced a significant, long-term investment in a recreation and community center in East Baltimore, adjacent to the Pleasant View Gardens community. The facility will be funded primarily by a \$5 million contribution from the private foundation of Kevin Plank, Founder and CEO of Under Armour.

The facility will be located at 1100 East Fayette Street, in the space formerly known as the Carmelo Anthony Center. The multi-faceted partnership between Under Armour and Living Classrooms includes a renovation of the physical infrastructure as well as a redesigned service model that will include expanded partnerships to provide the best services possible to residents, with a particular focus on youth.

“We have been active in our community for many years, working with schools, families, hospitals and first responders,” said Kevin Plank, Founder and CEO of Under Armour. “Now, more than ever, we need to double down on that commitment. Baltimore is our home, and we will always show up and do our part. We are going to build an incredible facility with the best programs and partners, and we will bring people from across the city together to create real and sustainable opportunities for kids and families.”

Living Classrooms, a leader in community services in Baltimore for 30 years, will operate the revitalized facility and oversee the programming offered. Programs offered will be responsive to community needs and will include partners in the following cornerstone areas: Education; Character and Leadership; Health, Wellness, & Fitness; Community Engagement & Service; and Entrepreneurship & Workforce Development.

“In response to needs articulated by the community, our teams began working together last January to create a truly unique location where the community can come together to learn, work, and play,” said James Piper Bond, CEO and President of Living Classrooms. “We are thrilled to continue our work with Kevin Plank and Under Armour teammates to build a place that will not only inspire curiosity, but will also become the heartbeat of the East Baltimore Target Investment Zone community as we continue to work towards disrupting the cycle of poverty. We are grateful to Kevin for his personal financial commitment to this project.”

Included in the 10,000+ square feet of new, usable space are a covered turf field, a state-of-the-art STEM classroom, workforce development and entrepreneurship center, dance and yoga studios, recording studio, neighborhood kitchen, and a redesigned entry plaza. In addition to the many new

programs that the refurbished space will support, Under Armour is working to recruit brand partners that will further enhance the community experience, including the expansion of the Jr. NBA program. This commitment to basketball as a vehicle for positive youth development fits perfectly within the goals of the refurbished center. Kevin Plank’s Cupid Foundation will provide a \$5M investment in facility upgrades, paired with \$1.275M from Under Armour to support the programming model.

In addition to the investment in infrastructure and programs, Under Armour teammates will continue to volunteer their time and talents at the facility. The expanded program offerings will provide opportunities for volunteer and community engagement from businesses around the city, community leaders, and first responders.

Jenelle Jenkins, Parent Council Member, said “Under Armour and Living Classrooms have been in our community for years, and I’m happy they’ve chosen to expand their investment in our children’s well-being. This is our future we’re talking about, after all.”

“Baltimore City is home to innovative businesses, inspiring nonprofits, and hardworking individuals,” said Baltimore City Mayor Stephanie Rawlings-Blake. “This collaboration is an example of how strong we become when these three groups - our local businesses, nonprofits, and the community - work together. The revitalization of this community center will allow

Baltimore City residents of all ages to access the services and support they need to be successful, ultimately improving life in our city for everyone. By collaborating on this project, Under Armour and Living Classrooms Foundation are setting an example for others to follow as we work together to grow Baltimore.”

“All Baltimore City residents deserve access to high quality education, health and wellness, and job training programs in their neighborhoods. This collaboration between Under Armour and Living Classrooms Foundation will do just that for families in East Baltimore - and will set an example for the city and the country of what can happen when corporate philanthropy partners with and responds to the community,” said President of Baltimore City Council Jack Young.

“Each day, there are thousands of people working to change and save young lives across Baltimore,” said Joe Ehrmann, Founder of Coach for America. “Teachers, coaches, and youth workers can be transformational in the lives of young people and deserve appropriate space and place to work the power of relationships. I’m proud that we’ll have that space.” Coach for America and Ehrmann’s InsideOut coaching model will be a cornerstone of character and leadership programs.

Thomas Dolby, a celebrated musician and professor of music in film at JHU/MICA, said, “Music and arts education empowers our youth to become involved in strengthening their communities while simultaneously becoming invested in their own futures.” Mr. Dolby has volunteered his time and expertise to assist with the design and equipping of the new recording studio.

Infrastructure improvements are expected to begin this spring and will run throughout the summer. During the renovations, Living Classrooms will continue to operate programming at an alternative location while continuing work on the development of partnerships that will provide first-rate programming at the revitalized facility.

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. 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 global headquarters is in Baltimore, Maryland. For further information, please visit the Company's website at www.uabiz.com.

About Living Classrooms

Living Classrooms Foundation is a Baltimore-Washington, DC-based non-profit organization that strengthens communities and inspires young people to achieve their potential through hands-on education, job training, and health and wellness programs using urban, natural, and maritime settings as "living classrooms." The Foundation has been proudly serving the community for over thirty years.

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Frequently Asked Questions

What is the goal of the initiative?

There are multiple goals for this initiative. First, key partners will work to create an inspiring space that speaks to the possibilities of each community member who uses the space. Second, the space will become the heartbeat of the community – a location for best-in-class service providers to serve the community. Lastly, this new model for service will be rigorously tested, and will ultimately become a model for service that could be expanded to other communities.

What is the financial investment?

The project will be financed by the Cupid Foundation and Under Armour. The initial capital investment is approximately \$5M with an additional program commitment of \$1.275M.

How is the center currently used?

Living Classrooms currently provides year-round programming for elementary, middle, and high school students. Additionally, the center is often the site of community gatherings and special events.

Will there be any changes to existing programs or services?

Living Classrooms will continue to operate the building and will be developing new and expanding current partnerships at the revitalized center. Living Classrooms is currently and will continue to work with the community to understand community needs and respond with a program agenda that features five core areas: Fitness, Health, and Wellness; Entrepreneurship & Workforce Development; Education; Character and Leadership; and, Community Engagement.

What is the timeline for these changes?

Living Classrooms is working diligently alongside Under Armour and other partners to finalize the timing of the renovation as well as the rollout of new program offerings. Currently, construction efforts are slated to begin in February with an anticipated six-month schedule. New program offerings and announcements of partners will occur on a rolling basis.

Will current operations be interrupted?

Program offerings will continue, however, they will be temporarily relocated to 1601 E. Lombard Street. Living Classrooms will work with community members and families to ensure transportation and programming needs are met during this transitional period.

What about Carmelo Anthony's previous investment?

We thank Carmelo Anthony for his contribution to the children served by Living Classrooms at this location. He and his foundation have been good partners to the community. We are grateful for his past generosity and he will always be welcome at the Center.

Will the name of the center change?

Yes, as part of the renovation a new name and brand will be developed for the Center.

What will Under Armour's role be at the Center?

Under Armour will support this initiative in a variety of ways, including financial support of programs, the introduction of the initiative to key brand partners, guidance by UA teammates through the renovation process, and the opportunity for Under Armour teammates to lend their time and talents at the Center.

How does the Center fit into the East Baltimore Target Investment Zone initiative?

The Community Center is an anchor within the Target Investment Zone, a square mile surrounding Johns Hopkins Hospital that has high poverty rates. Living Classrooms, the community, and public/private partners are working together to support the multigenerational approach to disrupt the cycle of poverty within this targeted area – providing a pipeline of services from cradle to college/career and into adulthood. The services provided at the Center focus on Living Classrooms' core competencies of hands-on education, job training, and health and wellness skills. Living Classrooms works closely with the community to respond to the needs of residents.