



March 8, 2016

Under Armour Premieres New RULE YOURSELF Campaign Film Featuring Michael Phelps At Global Headquarters In Baltimore

The Brand Continues the RULE YOURSELF Story and Unveils Key Innovations for Athletes and Teams Competing on the World's Biggest Stage in Summer 2016

BALTIMORE, March 8, 2016 /PRNewswire/ -- Today, at an event at the company's headquarters in Baltimore, Under Armour (NYSE: UA) debuted the newest short film from the RULE YOURSELF campaign featuring world championship swimmer Michael Phelps. Driven by the central theme of JOMO (the joy of missing out) and the tagline "It's What You Do in the Dark That Puts You in the Light," the film highlights the all-consuming nature of Phelps' training and shows a side of him not seen on TV or when standing on the podium.



The latest film builds on the brand's earlier spots featuring members of the USA Gymnastics Women's National Team and Netherlands Football star Memphis Depay, both released in February 2016. Phelps' story focuses on the sacrifice, the determination and spirit driving him, his legacy as the most decorated Olympian and his journey for one last shot at glory.

All three campaign films, including the Phelps spot, were created in partnership with Droga5 and honor the commitment to the 24/7 grind that each athlete pushes through in order to perform when their moment in the spotlight comes. The campaign speaks to the process of stepping away from the distractions presented in daily life to single-mindedly focus on training in pursuit of sporting greatness.

As the most decorated international athlete of all time, Phelps will be one of the most followed individuals competing on the world's stage this summer in Rio de Janeiro. The film captures the intensity of his training regimen - from pushing through countless workouts in the pool and at the gym to enduring the often-brutal recovery rituals that follow. It is within these moments, often removed from the view of cameras and spectators, that we see how Phelps has truly built his sporting legacy. Click [here](#) to view the film.

"In our eyes, there is no one who can tell the story of what it takes to be successful in training better than Michael Phelps," said Adrienne Lofton, Senior Vice President, Global Brand Marketing, Under Armour. "Despite Michael's visibility in the public sphere, it is the work he puts in behind the scenes that truly defines his quest for greatness. By shining a light on those moments in this campaign, we hope to inspire all athletes to push beyond their perceived limitations."

"Under Armour has been a longtime partner of mine and truly understands the ins and outs of my training," said Phelps. "Being a part of this campaign before heading into competitions this summer is an unbelievable honor; it speaks to not only the work that has gone into my career, but also the love for my sport that makes the sacrifices and challenges everyday worth it."

At the event in Baltimore, Under Armour unveiled the official uniforms for USA Boxing, USA Gymnastics, and Canada Rugby. Other athletes set to wear UA apparel or footwear in the competition this summer include reigning NBA Champion and MVP Stephen Curry, U.S. Open and Masters Champion Jordan Spieth, and #2 World-Ranked Tennis Player Andy Murray. True to Under Armour's DNA, the product technologies featured in the uniforms—including CoolSwitch, ArmourVent, and strategic compression—were chosen to keep the athletes light and dry.

The brand launches the 360-degree global campaign with media partners including TBS, ESPN, Viacom Networks, Turner, Adult Swim, and Hulu as well as cinema placement. To follow the RULE YOURSELF story and to learn more about the campaign, visit youtube.com/underarmour and follow @UnderArmour on Twitter and Instagram, and use #RuleYourself. Download UA RECORD and join our fitness community, available on [iTunes](#) and [Google Play](#).

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.



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To view the original version on PR Newswire, visit:<http://www.pnewswire.com/news-releases/under-armour-premieres-new-rule-yourself-campaign-film-featuring-michael-phelps-at-global-headquarters-in-baltimore-300232492.html>

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