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Southampton FC and Under Armour Team Up for Multi-Year Partnership

Bold Pledges at Heart of Agreement to Drive Future Success and Innovation for the Club, Supporters and Sport of Football

(14 APRIL 2016, SOUTHAMPTON) - Southampton Football Club and Under Armour today announce a multi-year partnership and unveil a set of pledges depicting an exciting future for all associated with the club.

The following are the six key pledges that Southampton FC and Under Armour plan to deliver over the next seven seasons together:

- | **Relentlessly innovate and create revolutionary product enabling our first team to perform at the highest level.**
- | **Continue to develop the next generation of academy talent and empower them with over 5,000 pairs of cutting-edge footwear over the next seven years.**
- | **Work with the Saints Foundation and kit out more than 5,000 children in the local community.**
- | **Develop the women's and girls' game through our shared expertise and knowledge.**
- | **Realise our global ambitions by spreading the benefits of sport and healthy living through technology and activations.**
- | **Together we commit to having fans and innovation at the heart of everything we do.**

"Under Armour shares similar values to us in that they achieve success through a combination of hard-work and strategic thinking. At Southampton, our determination to succeed is accompanied by a commitment to develop athletes as people, and this partnership reflects this. Our challenge now is to retain our 'underdog' mentality whilst entering a sustained period of success," **said Ralph Krueger, Chairman of Southampton FC.**

The leading global sports and innovation brand's mission to make all athletes better through passion, design and the relentless pursuit of innovation will support the club's initiatives in nurturing young football talent.

"Southampton FC, like Under Armour, is Humble and Hungry. They are an institution with strong core values based on a pioneering attitude. The club's commitment to developing and improving players at every level continues to set a benchmark in the sport. We look forward to providing game-changing technologies and product innovations to further support the club's on pitch performance," **said Peter Murray, Vice President of Global Sports Marketing at Under Armour.**

The partnership will see Under Armour design and develop match kits beginning with the club's 2016/17 home and away strip.

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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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