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Under Armour Launches UA HealthBox, Suite of Connected Fitness Products in Canada

Revolutionary Ecosystem Now Available for Pre-Sale in Canada; Includes the World's First Connected Fitness System Powered by UA Record

TORONTO, April 25, 2016 /CNW/ - Today, Under Armour (NYSE:UA) expanded the launch of the brand's first-ever Connected Fitness product portfolio designed to make all athletes better in Canada. The state-of-the-art line of devices includes UA HealthBox™, the world's first Connected Fitness system designed with HTC, which is available today for pre-sale on UA.com and HTC.com. Also launching today are UA Headphones Wireless, in partnership with HARMAN, now available for pre-sale on UA.com. The entire line of Connected Fitness products is powered exclusively by UA Record™, the definitive health and fitness platform.

"Today's launch in Canada is a true testament to Under Armour's global commitment to changing the way athletes live," said Jason LaRose, Senior Vice President of Digital Revenue at Under Armour. "Through our strategic brand partners and key retailers, we'll continue to grow our global community and empower athletes worldwide with the tools they need to help them perform better and exercise smarter."

The entire line of connected devices can be purchased at participating North American retailers including Academy Sports, Best Buy, DICK'S Sporting Goods, Scheels, Target, The Sports Authority and specifically in Canada at Sport Chek and Best Buy. UA HealthBox, UA Band and UA Headphones Wireless will be available for purchase at Sport Chek stores on June 13th and this summer at Best Buy (Canada).

"Sport Chek is a legacy training destination for Canadians," said Frederick Lecoq, SVP Marketing at FGL Sports. "We are proud to partner with Under Armour on their latest sports technology initiative which will enable people to live a healthy and active lifestyle."

The Under Armour Connected Products portfolio includes:

- | **UA HealthBox™:** The world's first Connected Fitness system made *by athletes for athletes*. The complete system includes UA Band, UA Scale, UA Heart Rate and retails for \$549 CAD.
- | **UA Band:** A sleek sport band packed with advanced technologies in a uniquely adaptive form-fitting design. UA Band automatically tracks steps, distance, resting heart rate and sleep and retails for \$229 CAD.
- | **UA Heart Rate:** A compact heart rate monitor that features an innovative micro snap technology designed to provide comfort during workouts. UA Heart Rate retails for \$99 CAD.
- | **UA Scale:** A Bluetooth and Wi-Fi enabled scale with an iconic circular design that measures weight and body fat percentage, and recognizes up to eight individuals. UA Scale retails for \$229 CAD.
- | **UA Headphones Wireless:** UA Headphones Wireless and UA Headphones Wireless Heart Rate, both engineered by JBL®, are built for durability and guaranteed to never fall out. Available for pre-order now at JBL.com/under-armour and UA.com, the UA Headphones Wireless retail for \$229 CAD.

Under Armour is continuing the brand's strategic partnerships with two leading global brands: HTC and HARMAN International Industries, Incorporated (NYSE:HAR) for the continued rollout of the Connected Fitness devices. As a pioneer in mobile technology, manufacturing and design, HTC collaborated with Under Armour on UA HealthBox to engineer and deploy a fully integrated system to transform the health and fitness category. HARMAN, the premier connected technologies company for automotive, consumer and enterprise markets, partnered with Under Armour to provide first-class sport headphones to athletes who want the ultimate in fit and sound.

"Following the outstanding response in the U.S. to UA HealthBox, we're excited to now bring the world's first comprehensive connected fitness system to consumers in Canada," said Wolfgang Muller, Executive Director - Connected Products, HTC. "UA HealthBox contains everything a consumer needs to better manage their health and fitness in one beautifully designed, easy to use system."

UA Record exclusively powers the UA HealthBox experience and will serve as the hub for Under Armour's performance and fitness data. UA Record now provides a holistic view of your wellness and fitness based on four quadrants - SLEEP, FITNESS, ACTIVITY and NUTRITION - through an intuitive single-view dashboard. This snapshot view of your daily progress

is set towards individual goals and calculates insights based on your performance, including a brand new metric, "How do you feel?" To get connected, download the UA Record app from the [App Store](#) or the [Google Play™ store](#).

The entire line of products is available for pre-order now on [UA.com](#) and will begin to ship in Canada on May 23. To learn more about the suite of products and UA Record, go to <https://www.underarmour.com/en-ca/healthbox>.

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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