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## Under Armour Announces Record Partnership with UCLA

### Global Performance Brand and Bruins Agree to 15-Year Exclusive Performance Footwear and Apparel Deal

LOS ANGELES, May 24, 2016 /PRNewswire/ -- The University of California, Los Angeles and Under Armour® (NYSE: UA) today announced a new, 15-year performance footwear and apparel agreement. Under Armour Founder and CEO Kevin Plank joined UCLA Director of Athletics Dan Guerrero to introduce the partnership between one of the world's most recognizable collegiate athletic programs and the global leader in innovative performance products.



As part of the partnership, Under Armour will exclusively design and supply the footwear, apparel and equipment for training and game-day uniforms for all 25 of the university's men's and women's varsity athletic teams. The long-term agreement between the university and brand, which commences July 1, 2017, is the largest apparel deal in the history of the NCAA, reaffirming UCLA's status as a world-class institution and Under Armour's position as a global leader committed to collegiate athletics.

"UCLA has always been about challenging the status quo and breaking through barriers," said UCLA Director of Athletics, Dan Guerrero. "Under Armour shares those core values. They are about more than simply making athletes look good, they constantly pursue innovation in order to make athletes better. At UCLA, making student-athletes better - athletically, academically and most of all, personally - is everything to us. By valuing student-athlete success as a journey, not a destination, we have been able to win more NCAA Championships than any other institution. Because Under Armour not only understands this, but embraces it, we are excited to embark upon this new journey together."

"With 113 NCAA Championships, UCLA is the most decorated athletic program in history, the benchmark for excellence in performance," said Kevin Plank, Founder and CEO, Under Armour. "Under Armour's commitment to growth through innovation and an unwavering mission to make all athletes better aligns seamlessly with UCLA and the pioneering figures that helped build the program, and we look forward to reaching new heights with the Bruins."

Strengthening its global brand impression, aligning with UCLA's significant international student pool and impressive roster of athletes from all over the world, Under Armour will continue to expand its West Coast footprint with a commitment to open new retail locations in the greater Los Angeles area - including on LA's Westside - and offer annual internship opportunities at the brand's Baltimore-based global headquarters for university students. Additionally, through this new partnership, UCLA Athletics will continue in its ability to provide apparel allocations for the UCLA Spirit Squad and Bruin Marching Band while enhancing its allocations to campus recreation and their club sports teams.

UCLA is Under Armour's 35<sup>th</sup> Division I all-school partnership and third in the Pac-12 Conference, joining the recently announced University of California, Berkeley and the University of Utah. UCLA also joins reigning NFL MVP Cam Newton, two-time NBA MVP Stephen Curry, MLB National League MVP Bryce Harper, NHL MVP Carey Price, PGA Tour Player of the

Year Jordan Spieth and one of the most decorated athletes of all-time, Michael Phelps on the Under Armour roster and will be integrated into the brand's comprehensive story-telling efforts, social media initiatives, retail promotions and grassroots activations.

### **About UCLA Athletics**

What does it take to earn more NCAA titles than any other university? How is it possible that athletes from a single school could produce 250 Olympic medals, ranking us higher in medal count than most countries? The same lofty goals and unflappable determination that permeate our academic spirit also propel UCLA's athletic dominance. This enduring spirit is apparent in Jackie Robinson's refusal to be out when the Majors wouldn't let him in. It was there when the nation was questioning women's sports and Ann Meyers answered with the first full athletic scholarship awarded to a female. It is an ethos that is embodied in the coaching of John Wooden. His "Pyramid of Success" taught us that winning really has nothing to do with the score and everything to do with the effort. He pushed us to strive for excellence in every facet of our lives. And gave us a set of principles that have become as iconic as Kareem Abdul-Jabbar and the many players it helped shape. UCLA's unique view toward athletics creates athletes that are more than just winners. They are invested in their academics. Involved in their community. And become versatile, engaged individuals who use their abilities to produce victories beyond the field of play. Perhaps that's why champions don't just play here. Champions are made here.

### **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](http://www.uabiz.com).

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