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## **NBA and Under Armour Partner to Launch NBA FIT App**

**– Only Fitness App to Include Training Videos and Tips from NBA & WNBA Players and Strength & Conditioning Coaches – – NBA Finals 2016 Challenge Tips Off Today with Chance to Win Tickets to the NBA Draft 2016 presented by State Farm –**

**NEW YORK**, June 1, 2016 – The NBA announced today the launch of its first fitness app, in partnership with Under Armour. Now available for download on the [App Store](#) and [Google Play](#), the NBA FIT App marks the first partner app powered by UA Record™ from Under Armour Connected Fitness™ – the world's largest digital health and fitness community of more than 170 million members across UA Record, MapMyFitness, Endomondo and MyFitnessPal.

Aiming to deliver a social health and fitness experience, the NBA FIT App combines the best of Under Armour Connected Fitness and the NBA's resources into a single mobile experience. It is the only fitness app on the market to feature training videos and tips from NBA and WNBA players as well as strength and conditioning coaches. Under Armour's [blog](#) will supplement the NBA content with fitness, activity and health info.

"We continually look for ways to connect with our fans and encourage healthy, active lifestyles," said NBA Senior Vice President, Social Responsibility, Todd Jacobson. "Through this partnership, we are able to combine Under Armour's connected fitness expertise with the league's fitness knowledge to create an experience that inspires people to be active, eat healthy and play together."

"Our partnership with the NBA on the NBA FIT App demonstrates our shared commitment to making all athletes better through the power of social health and fitness experiences," said Peter Murray, VP Global Sports Marketing at Under Armour. "We are committed to continuing our work together in fostering the worldwide growth of basketball and inspiring a community of users through various challenges, training tips and exclusive content."

All content will fall under the NBA FIT program's three pillars: BE ACTIVE, EAT HEALTHY and PLAY TOGETHER. Focused on workouts, nutrition and the game of basketball, the app will offer fun Connected Fitness challenges for fans to compete against each other, similar to those found on the Under Armour Connected Fitness platform. The NBA will tip off these app challenges today with the NBA Finals 2016 Challenge, which encourages participants to log a basketball workout every day between now and June 19. As part of each 30-minute workout session, fans will attempt to match or exceed the record for three-point shots made in a single NBA Finals game (16). At the end of the challenge, a randomly selected participant will win two tickets to the NBA Draft 2016 presented by State Farm.

For more information on the NBA FIT program, visit [www.NBAFIT.com](http://www.NBAFIT.com).

### **About NBA FIT**

NBA FIT is the league's comprehensive health and wellness platform that encourages NBA fans "*Be Active, Eat Healthy and Play Together*" through programs, events and products. During NBA FIT Live Healthy Week Presented by Kaiser Permanente, the NBA family joins community members and partners to highlight the importance of healthy living through events, broadcast and digital ads, retail activation, special on-court apparel, and in-arena and online programming.

### **About Under Armour**

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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