



June 2, 2016

Tim Coppens Announced as Executive Creative Directory of UAS™, A Modern American Sportswear Brand from Under Armour

Available Fall 2016, UAS is a Fresh Take on American Sportswear, Forged from the Field and Built for Life

New York, NY (June 2, 2016) – Fashion designer Tim Coppens, widely known for his work on his namesake collection, is announced today as Executive Creative Director of UAS™, Under Armour Sportswear. Coppens will oversee creative direction for the new brand from Under Armour launching in Fall 2016.

UAS is a new label featuring fashion-driven performance sportswear. It is designed to capture the existing opportunity of a collection that goes beyond the comforts of casual active wear and the trusted functionality of innovative athletic wear. UAS blends these elements with Coppens' elevated style and aesthetic direction. The result is a fresh, new world for modern American sportswear with a nod to the classics.

"I am thrilled to be working with Tim. I knew he was the right creative director for UAS because of his unique experience working with both performance brands and true, high-fashion labels," said Senior Vice President of Sportswear at Under Armour, Ben Pruess. "His understanding of both worlds and ability to craft a creative expression to capture this is truly remarkable. Together, we are creating a unique collection for the Beyond Ambitious generation – the young and determined professional. UAS is optimized for their life, helping them rise above the variable conditions of every day."

UAS embodies the spirit of Under Armour's east coast heritage, its Founder and Chief Executive Officer Kevin Plank, and its team of elite athletes and ambassadors. The brand aims to empower a new generation of ambitious young professionals driven to succeed in their personal pursuits.

"There is a desire for something new; a new twist on an American sportswear brand that allows the ambitious generation to go longer, faster and harder with intuitive product and a modern style," said Coppens. "Under Armour is in a unique position to take on the task of defining this space with an authentic east coast sports and innovation brand footprint that is armed to enter the lifestyle market."

Retail distribution for UAS will include UASportswear.com, select fashion retailers and Under Armour Brand Houses in Chicago and New York. UAS in Fall 2016 will include men's and women's apparel, footwear and accessories.

For more information on UAS, please follow Under Armour Sportswear on Facebook, @UAS on Instagram, Twitter and Snapchat and visit UASportswear.com.

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.

Media Contact:

Tara Moore, Under Armour

tmoore@underarmour.com

410-454-6657