



June 7, 2016

## **Under Armour Launches UA Shop, Expanding Connected Fitness Suite With Personalized Shopping Experience**

### **- Brand's First Custom Shopping App Leverages World's Largest Digital Fitness Platform to Create Seamless Shopping Experiences -**

BALTIMORE, June 7, 2016 /PRNewswire/ -- Today, Under Armour (NYSE: UA, UA.C) launched UA Shop, the brand's first mobile app dedicated to elevating the consumer shopping experience built on the Under Armour Connected Fitness™ platform. Integrating data from the world's largest digital fitness community allows UA Shop to provide a deeply personalized experience based on athlete inspiration, workout history and previous purchase history. UA Shop is available for download now exclusively on the [App Store](#) and will be available soon in the Google Play™ store.



"UA Shop is the next step in our connected fitness evolution as Under Armour becomes a true Math House," said Jason LaRose, Senior Vice President, Revenue, at Under Armour. "This app was created to maximize our digital platform and complement our existing in-store experiences by bringing consumers a way to find the products they want, when they want it. We are now able to provide custom experiences across our various categories specific to our diverse customer base."

The UA Shop app will bridge the brand's digital communities with Under Armour's core business - performance apparel, footwear and equipment. UA Shop will connect consumers to the right gear driven by data through in-app recommendations. For example, a consumer living in a warmer climate who has logged several runs through MapMyRun might be exposed to UA CoolSwitch apparel and running footwear, a technology that pulls heat away from the skin and allows the user to feel cooler, longer. Meanwhile a customer in the Northeast who prefers hiking might see the latest Armour® baselayer and outerwear. UA Shop is the only retail app on the market that is powered by the health and fitness information of more than 170 million members worldwide.

UA Shop is also the first app in the Under Armour Connected Fitness suite that will launch with the new Under Armour Account - the creation of a single profile for all Under Armour apps. Members of UA Record™ and MapMyFitness can sync their existing account information to UA Shop, with MyFitnessPal and Endomondo integration being added soon. Additional features of UA Shop include one-touch purchasing with Apple Pay, expanded product content and customer reviews, and

apparel tag scanners for enhanced in-store experiences.

To get connected, download the UA Shop app from the [App Store](#).

### **About Under Armour**

Under Armour (NYSE: UA, UA.C), 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).



**UNDER ARMOUR®**

Photo - <http://photos.prnewswire.com/prnh/20160606/376103>

Photo - <http://photos.prnewswire.com/prnh/20160606/376104>

Logo - <http://photos.prnewswire.com/prnh/20110127/NE37387LOGO>

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/under-armour-launches-ua-shop-expanding-connected-fitness-suite-with-personalized-shopping-experience-300280739.html>

SOURCE Under Armour, Inc.

News Provided by Acquire Media