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FOR IMMEDIATE RELEASE

UNDER ARMOUR PARTNERS WITH FIGHT FOR CHILDREN AS PRESENTING SPONSOR OF FIGHT NIGHT 2014

Fight Night 2013 Grants Announced for Washington DC and Baltimore City Initiatives

WASHINGTON – May 27, 2014 – Fight For Children and Under Armour, the leading sports performance and innovation brand, today announced a new multi-year partnership that designates Under Armour as the presenting sponsor of Fight For Children's annual Fight Night, including this year's 25th anniversary of the fundraising event. The organizations also announced the beneficiaries from Fight Night 2013, which was chaired by Under Armour. Twelve non-profit organizations in Washington and Baltimore will receive grants to strengthen K-12 academic achievement, promote kindergarten readiness, and increase the variety and quality of sports available to low-income children.

“Under Armour is proud to partner with Fight For Children to continue to support programs that increase access to athletics, improve academic performance, and promote school readiness in our local youth,” said Stacey Ullrich, Under Armour's Director of Corporate Giving.

“Through our ongoing partnership with Under Armour, we have made Fight Night bigger and better. We have also dramatically increased the impact in terms of money and kids served in the DC/Baltimore region,” said Raul Fernandez, Fight for Children Chairman and Vice Chairman of Monumental Sports & Entertainment.

Fight For Children will use \$1 million of the net proceeds from last year's Fight Night to strengthen K-12 academic achievement and promote kindergarten readiness in the nation's capital through its support of the following organizations: AppleTree Institute for Education Innovation, the Center for Child and Human Development at Georgetown University, CentroNia, Children's National Health System, the DC Special Education Cooperative, The Family Place, Live It Learn It, Mary's Center, My School DC, and Reach, Incorporated.

In Baltimore, the Cal Ripken, Sr. Foundation will use proceeds from Fight Night 2013 to build a multi-purpose turf field at Latrobe Park in the city's Locust Point neighborhood. In addition, the fitness centers at two Baltimore public schools, Western High School and Baltimore Design School, will be renovated. The Baltimore Parks and People Foundation will use the funding from the 2013 event to expand their middle school athletic programming, which serves thousands of low-income children who would otherwise lack access to formal sports programs. Fight For Children will contribute \$1 million to support these organizations.

Details about the grants announced today are available at www.fightforchildren.org.

About Fight For Children

The late Joseph E. Robert, Jr., created Fight For Children and Fight Night in 1990 as a way to marshal resources to help low-income kids in the nation's capital secure a brighter future. Since 2012, Raul Fernandez, Vice Chairman of Monumental Sports and Entertainment, has served as Chairman of Fight For Children.

Fight For Children programs focus on improving the quality of early childhood and K-12 education. Fight Night, Fight For Children's signature fundraiser, brings together 2,000 heavyweights of business, government, entertainment and community service, for an evening of fun, auctions, exciting entertainment and live professional boxing bouts. One of the most highly acclaimed events in Washington, Fight Night raises funds for Fight For Children and other organizations that provide education and healthcare services to low-income children. For further information, please visit www.fightforchildren.org.

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. Under Armour's wholly owned subsidiary, MapMyFitness, powers one of the world's largest Connected Fitness communities. 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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