

Under Armour Taps PlayNetwork To Help Bring the UA Brand To life At the Company's First Retail Location

PlayNetwork to provide custom music programming, audio and video systems for Under Armour's full-line retail store in Annapolis, Maryland

Redmond, WA (October 31, 2007) - PlayNetwork, the leading provider of integrated media experiences for business, today announced Under Armour® (NYSE: UA) has selected the company as the provider of custom music, video and systems integration for its first retail store location. Based in Baltimore, Maryland, Under Armour is a leading developer, marketer, and distributor of branded performance apparel, footwear and accessories.

PlayNetwork's in-house music, video media and systems teams have been working together for months with the creative team at Under Armour to develop a compelling design and sound to convey the excitement and emotion of sports. An entrance tunnel display fixture, which mimics walking into a stadium, will be the prominent feature of the location. High-definition images and logos will create unified images across the screens, and will be accompanied by full-motion video of the UA product line and pre-produced TV commercials.

"We are thrilled to have PlayNetwork as the integrated media provider for the company's first store," said Christopher Hufnagel, Senior Director of Retail, Under Armour. "For more than a decade Under Armour has been providing superior products and unparalleled service and we felt PlayNetwork's combination of creativity, dedication to customer service and industry experience were the perfect fit in helping us make this new venture a successful one."

The integration of custom music programming, innovative technology and systems applications are used to accompany the unique design concept. Fixtures in the store are comprised of thin-bezel screens with mannequins that represent different sports positioned in-between the monitors. Volume levels for the tunnel will gradually crescendo as customers enter to simulate the adrenaline and excitement of entering a packed sports stadium. In addition, the PlayNetwork music team has mixed the music tracks in a DJ format to continuously provide high excitement throughout the shopping experience.

"Under Armour has created an extremely well recognized and identifiable brand which exudes its commitment to enhancing the performance of athletes of all levels," said Lon Troxel, CEO, PlayNetwork, Inc. "Being selected to provide custom music programming, and audio and video systems for the company's first retail location is a great accolade for PlayNetwork. We believe we have helped translate the Under Armour brand in a way that will resonate with their loyal fans by creating a shopping experience truly unlike any other."

Music and A/V system highlights include:

- Custom music programming — created in tight collaboration with Under Armour, the store's sound was developed with no gaps, or dead air, between tracks to create an intense, high-energy club DJ vibe; sports inspired and as bold as the UA brand itself, the music includes modern, hip and timeless tracks that perfectly compliment the environment's visual elements
- Audio systems — completely hidden, fully digital transducer system enables volume levels in the "Tunnel" to gradually increase as customer enters to fully immerse visitors in the in-store experience; the main store "Mezzanine" features a high-powered audio system provided from suspended large format Pro Series loudspeakers and subwoofers mounted from industrial rigging
- Video systems — the store entrance Tunnel features one of the most exciting and complex video systems ever installed in a retail store, including four 40-inch high-definition LCD displays featuring full-motion video of the UA product line and pre-produced TV commercials; the Mezzanine features a single large format projection image from a ceiling mounted DLP projector

Under Armour's first full-line store opens Thursday, November 1 at the Westfield Annapolis Mall in Annapolis, Maryland. The grand opening celebration will feature a ribbon cutting ceremony and appearances by Ray Lewis and Kimmie Meissner on November 3 and 4, respectively.

There will be a special sneak peek of the store on October 31 for members of the media. For more information on PlayNetwork or Under Armour, please visit www.PlayNetwork.com or www.UnderArmour.com.

About PlayNetwork

PlayNetwork Inc. is an integrated media services leader for worldwide business. PlayNetwork provides branded video (digital signage), audio (music and messaging), promotional media, quality audio/video systems, and professional services that deliver compelling experiences for retail, hospitality, health and fitness, retail banking and other businesses. Established in 1996, Redmond, Washington-based PlayNetwork services leading national brands such as: Abercrombie & Fitch, Brinker International, Chico's, Diesel, Hot Topic, Houlihan's, Petco Animal Supplies, Starbucks Coffee Company, TGI Friday's and The Finish Line. More information is available at www.playnetwork.com.

About Under Armour, Inc.

Under Armour(R) (NYSE: UA) is a leading developer, marketer, and distributor of branded performance apparel, footwear, and accessories. The brand's moisture-wicking synthetic fabrications are engineered in many different designs and styles for wear in nearly every climate to provide a performance alternative to traditional natural fiber products. The Company's products are sold worldwide and worn by athletes at all levels, from youth to professional, on playing fields around the globe. The Under Armour global headquarters is in Baltimore, Maryland, with European headquarters in Amsterdam's

Olympic Stadium, and additional offices in Denver, Hong Kong, Toronto, and Guangzhou, China. For further information, please visit the Company's website at www.underarmour.com.

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