

## Under Armour Takes Top Honors In 2007 Chain Store Age “Retail Store Of The Year” Awards

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*PlayNetwork integral in bringing the UA brand to life at Under Armour’s first full-line retail store through its contribution of audio and sound design*

**Redmond, WA** (February 20, 2008) - Under Armour, Inc. (NYSE: UA) has been selected by Chain Store Age magazine as a winner in the 2007 “Retail Store of the Year” awards. The Baltimore-based developer, marketer and distributor of branded performance apparel, footwear and accessories secured top honors in one of the retail industry’s hottest design competitions in the “single unit store” category for its breakthrough retail location in Annapolis, Maryland.

PlayNetwork — the leading provider of integrated media experiences for business — played an integral role in the overall environment, helping create the authentic Under Armour branded in-store experience that customers experience as soon as they enter the underbelly-of-the-stadium-like tunnel featured at the entrance of the store. PlayNetwork’s in-house music, video media and systems design teams worked 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, is the prominent feature of the location. High-definition images and logos create unified images across the screens, and are accompanied by full-motion video and music that gradually crescendos as customers enter to simulate the adrenaline and excitement of entering a packed sports stadium.

“Our first full-line location is an exciting step for Under Armour, and we’ve already seen an overwhelmingly positive response from the industry, partners and our loyal Annapolis based customers,” said Christopher Hufnagel, Vice President of Retail, Under Armour. “PlayNetwork’s expertise in music and video presentation, and ability to help translate the feeling of the Under Armour brand to a physical store location, were certainly a factor in Under Armour being honored with this award in addition to contributions from our select list of key retail partners.”

The expert panel of judges, which included experienced architects, designers and retailers, selected Under Armour based on three main criteria: project objective, unique project characteristics, and special design elements/materials.

All Retail Store of the Year winners will be highlighted in the February 2008 issue of Chain Store Age. Awards will be presented at the annual Retail Store of the Year awards dinner.

“The Under Armour brand is infused with emotion, intensity and performance. It was a privilege to work with such an exciting company to transform these attributes into something that would create a shopping experience like no other,” said Lon Troxel, CEO, PlayNetwork, Inc. “We congratulate Under Armour and look forward to partnering with them again on even more exciting ventures.”

## **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, The Finish Line and Under Armour. The XM for Business service is now managed by PlayNetwork through a new strategic relationship with XM Satellite Radio. More information is available at [www.playnetwork.com](http://www.playnetwork.com) or [www.xm4biz.com](http://www.xm4biz.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](http://www.underarmour.com).

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