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## Under Armour Announces UA Mountain Running Series Set to Kick Off Summer 2017

*Global Performance Brand Challenges Runners to Three Mountain Resort Trail Race Events That Will Push Athletes to the Extreme*

**Baltimore, MD (March 8, 2017)** — Under Armour (NYSE: UA, UAA), the global leader in innovative performance footwear, apparel and equipment, today announces the inaugural 2017 Under Armour Mountain Running Series in partnership with POWDR Adventure Lifestyle CO. Created for trail running enthusiasts and professionals, this North American trail running series provides unmatched racing experiences in beautiful mountain environments of the most iconic resort destinations in the United States. Race course locations offer diverse climates, different distances and varying elevations and terrain built to push athletes to find the edges of their potential.

The UA Mountain Running Series kicks off in July at Oregon's Mt. Bachelor, the largest ski area in the Cascade Mountains with a peak elevation of 9,065 ft. The next stop in the series takes place in August at Killington, touting a peak elevation of 4,241 ft. and tucked in the Green Mountains of the Appalachians in Central Vermont. The series concludes at Copper Mountain, situated in the Rocky Mountains of Colorado with a peak elevation of 12,313 ft. Registration for all races opens today. Interested runners can visit [www.UAMountainRunning.com](http://www.UAMountainRunning.com) to register.

Each stop in the series will be a running festival unto itself, with seven different race categories, cash prizes, exciting weekend-long resort activities, and post-race parties. Races can be done individually or as a series. Each single race course presents a truly unique trail running experience for participants of all levels. Trail race distance options at each venue include 5K, 10K, Half Marathon, Marathon, 50K, Vertical K, and Marathon Relay. A \$5,000 prize purse will be divided between the top three male and female 50K finishes at each event.

"The UA Mountain Running Series embodies our brand's commitment to the sport of trail running and reinforces our mission to empower outdoor athletes to live at the edge of their potential," said Topher Gaylord, General Manager of Outdoor, Under Armour. "Trail running is one of the fastest growing outdoor sports in the world today. We are energized to provide this community with a unique series of trail races that will inspire them with spectacular mountain beauty, challenge them on the trails, and deliver a multi-day experience that will provide memories for life."

"By bringing together Under Armour, our resorts, and our event company Human Movement, we have all the pieces in place to make this an amazing series," commented Wade Martin, president of POWDR Enterprises. "We are thrilled to be working with Under Armour to make this series a leader in the trail running space."

## **2017 Under Armour Mountain Running Series Schedule**

July 22	Mt. Bachelor
August 18-20	Killington
September 8-10	Copper Mountain

Under Armour has outfit outdoor athletes for more than two decades developing innovative footwear and apparel that makes athletes better. Under Armour's Horizon footwear collection is the latest in technical trail running innovation featuring ESS rock plates, monocoque construction, durable welded overlays, internal fit systems, toe protection and industry-leading Michelin outsole compounds and lug design. The Horizon collection is built for the needs of a wide variety of trail runners from the enthusiast out on a weekend run with their crew to elite competitors participating in Ultra's or Vertical K races.

For more information and registration please visit [www.UAMountainRunning.com](http://www.UAMountainRunning.com) and to gear up for your race, visit UA.com for all your technical trail running needs.

### **About Under Armour, Inc.**

Under Armour, 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 has two classes of publicly traded common stock listed on the New York Stock Exchange: Class C stock trades under the ticker symbol "UA" and Class A stock trades under the ticker symbol "UAA". For more information about Under Armour's stock, please visit the Company's Investor Relations website at <http://www.uabiz.com/investors.cfm>.

### **About POWDR**

POWDR is an Adventure Lifestyle Co. that offers awesome experiences in amazing places. Within it's portfolio are nine mountain resorts including Copper Mountain and Eldora Mountain Resort in Colorado; Killington and Pico Mountain in Vermont; Boreal Mountain Resort and Soda Springs in the Lake Tahoe region of California; Mt. Bachelor in Oregon, Lee Canyon in Nevada and Gorgoza Park in Park City. POWDR owns the Woodward camps and progression centers which includes Woodward PA, Woodward Copper in Colorado, Woodward Tahoe and Woodward West in Stallion Springs, CA. Through it's ownership of Human Movement Inc., POWDR fuels participation in the adventure lifestyle with a collection of festivals, themed runs and branded events. Outside Television is the national active, outside-lifestyle programming network subsidiary of POWDR, and Sun Country Tours in Oregon is the company's river rafting outfitter. POWDR is headquartered in Park City, Utah with offices in Louisville, CO. [www.POWDR.com](http://www.POWDR.com).

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