

Champs Sports® and Under Armour® Launch Premium Store-Within-a-Store Concept

The ARMOURY @ Champs Sports to debut at The Mall in Columbia (Md.) this month

BRADENTON, Fla., June 24, 2015 – Champs Sports, one of the largest mall-based athletic footwear and apparel retailers in North America, is elevating its popular customer-centric We Know Game proposition by collaborating with Under Armour to launch The ARMOURY at Champs Sports®. This is the first-of-its-kind, premium store-within-a-store and will open later this month at the Champs Sports store in The Mall in Columbia in Columbia, Md. — right in the backyard of Under Armour's Baltimore headquarters.



The ARMOURY at Champs Sports will serve as the premiere destination in the region for legions of Under Armour brand enthusiasts, featuring all of Under Armour's best and most innovative footwear, apparel, and accessories. Within this unique retail space, consumers also will be provided special access to exclusive Under Armour product and athlete appearances.

“Under Armour has earned a loyal and dedicated following among our customers over the last decade, so we are very excited to collaborate through this innovative retail offering,” said Bryon Milburn, President and CEO,

Champs Sports. “The ARMOURY at Champs Sports gives us the opportunity to showcase the breadth of Under Armour's product line and tell its story in a single, cohesive context. We believe it will deepen customer loyalty and appreciation for both partners.”

“This is a pinnacle collaboration for Under Armour as we unveil our newest retail presence with Champs Sports,” said Matt Mirchin, President, North America, Under Armour. “The Armoury at Champs Sports will deliver a unique and fully immersive Under Armour experience for consumers and brand fans that will continue to drive our mission to make all athletes better, while providing access to the latest and most innovative UA gear.”

Grand opening events at the Champs Sports store in The Mall in Columbia are scheduled for Saturday, June 27, and Sunday, June 28. The weekend will feature professional athlete appearances, giveaways, a live radio remote, and more.

About Champs Sports:

Champs Sports, a member of the Foot Locker, Inc. (NYSE: FL) family, is one of the largest mall-based specialty athletic footwear and apparel retailers in North America. Its product categories include athletic footwear, apparel and accessories. This combination allows Champs Sports to differentiate itself from other mall-based stores by presenting complete product assortments for the sports lifestyle enthusiast. Its more than 540 stores are located throughout the United States, Puerto Rico and Canada.

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. 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.

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For More Information:

Andrew Miller
Fast Horse
612-819-7000
andrewm@fasthorseinc.com

Danielle Daly
Under Armour
410-246-5768
ddaly@underarmour.com