

Eddie Stevenson  
Driftwood Media  
(210) 259-8491  
[eddie@driftwoodmediacom.com](mailto:eddie@driftwoodmediacom.com)

Danielle Cavalli  
Under Armour  
(410)246-5768  
[dcavalli@underarmour.com](mailto:dcavalli@underarmour.com)



**FOR IMMEDIATE RELEASE**

## **Under Armour Hunting Launches New Always Lethal™ Campaign**

*Performance Brand Debuts Hunting Commercial, Facebook Page and Interactive Experience Website*

**Baltimore, MD (June 30, 2011) – Under Armour Hunting** will launch a new, multi-faceted campaign for 2011 entitled **Always Lethal™**, which will feature an all-star line-up of the nation's top hunters and showcase the Brand's deep-rooted commitment to providing the next generation of hardcore hunters with the most innovative products.

The campaign will serve as a platform to educate and inform hunters of the benefits of Under Armour apparel, footwear and accessories through an intense, high-powered TV commercial which will air on the Outdoor, Sportsman and Pursuit Channels starting July 1<sup>st</sup>. The brand will also launch a hunting-specific Facebook page- [www.facebook.com/UAhunt](http://www.facebook.com/UAhunt)- as well as an Under Armour Hunting experience website: [www.alwayslethal.com](http://www.alwayslethal.com). The interactive website and Facebook page will serve as an online hub for hunters looking for product stories, community, two-way conversation and hunting tips within an intense hunting atmosphere. The UA roster of hunters, known as UA Arsenal, will provide tips and personal perspective on performance.

The UA Arsenal includes professional big-game hunter **Jim Shockey**, whitetail hunting legends **Lee and Tiffany Lakosky**, Duck Commander **Phil Robertson**, Buck Commander's **Chipper Jones, Adam LaRoche and Willie Robertson** and backcountry specialist **Cameron Hanes**. These elite hunters have all been selected based on their passion and drive to be bolder, faster and stronger and exemplify the Brand's continuing commitment to making the next generation of hunters better.

"Always Lethal is the driving theme for Under Armour Hunting, motivating hunters to overcome the elements and constantly strive to be the best," said Kip Fulks, Under Armour Executive Vice President, Product. "The Under Armour brand has always been the brand for the next generation of athletes; using passion, science and innovation to make all athletes better. This campaign brings that to life for hunters who are driven to not only conquer the toughest of challenges, but completely dominate them."

The Brand will launch numerous new products throughout 2011 as part of the Always Lethal campaign. Among the new products will be performance hunting boots featuring Gore-Tex® and Primaloft® technologies, a whitetail deer collection including Under Armour proprietary Capture Scent Technology™, big game outerwear, women's and youth camo, a waterfowl collection and off-road lifestyle gear.

**About Under Armour, Inc.**

Under Armour® (NYSE: UA) is a leading developer, marketer, and distributor of branded performance apparel, footwear, and accessories. The brand's moisture-wicking fabrications are engineered in many different designs and styles for wear in nearly every climate to provide a performance alternative to traditional 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).

###