



**Under Armour named as NYSSRA  
Jr. III Eastern Finals Team Sponsor**

New York State Ski Racing (January, 28 2010) NYSSRA Alpine announces Under Armour as the Official Sponsor for the NY Jr. III Eastern Finals Team.

NYSSRA is thrilled to have the support of Conor Gill and Under Armour for our Post Season Team. We are proud that our top level athletes wear the top quality products of Under Armour.

The 22 NYSSRA athletes will compete March 4-7 at Mount Sunapee, New Hampshire in hopes of qualifying to the Junior Olympics.

Under Armour, the originators of performance apparel, has transitioned athletes into moisture-wicking apparel since 1996. Under Armour products are sold worldwide and worn by athletes at all levels, from youth to professional, on playing fields around the globe. 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 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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