



FOR IMMEDIATE RELEASE

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WinSport, Under Armour announce multi-year partnership

CALGARY – WinSport is proud to announce a partnership with Under Armour Canada, the leader in athletic performance apparel, footwear and accessories, as a major sponsor of the Winter Sport Institute.

The multi-year agreement establishes Under Armour as the official performance athletic apparel and footwear sponsor of WinSport. The partnership includes the complete outfitting of high performance athletes and coaches each year, along with a product allowance for the WinSport Academy and the supply of WinSport staff uniforms. Under Armour is the title sponsor of the super-pipe, located at WinSport's Canada Olympic Park, as well a major supporter of the High Performance Training Centre at WinSport's Markin MacPhail Centre.

"Under Armour is all about making athletes better by providing them with the most innovative, state-of-the-art performance gear. The goals of WinSport completely align with the Under Armour brand and our mission. As a result, it is a perfect partnership for our company and for Canadian sport," says Corey Friesen, Director of Marketing, Americas, Under Armour. "We look forward to continuing to help Canadian athletes' pursuit of excellence and WinSport's vision of creating the world's leading winter sport institute."

Under Armour currently sponsors individual athletes and leagues at the professional and amateur level throughout the world, including hockey, football, rugby, swimming, UFC and soccer. The agreement with WinSport compliments the company's sponsorship of Canada-Snowboard.

"This is an extraordinary opportunity for WinSport to be aligned with another world leading company. Not only does WinSport have many of the same values as Under Armour, but our commitment to making athletes better is core to both of our organizations," says WinSport Executive Vice-President and Chief Sport Officer, Dr. Stephen Norris.

Barry Heck, WinSport's President and CEO adds: "Under Armour is an innovation-oriented company and WinSport is taking innovative approaches to providing excellence in winter sport facilities and training for our Canadian winter athletes. These athletes will benefit greatly with Under Armour's support as WinSport's new High Performance Training Centre takes Canadian high performance sport to new levels."

About WinSport

The Winter Sport Institute provides world-class sport facilities where Canadian athletes can discover, develop and excel. WinSport owns and operates Canada Olympic Park in Calgary, Alta., the Bill Warren Training Centre located at the Canmore Nordic Centre and the Beckie Scott High Performance Training Centre on Haig Glacier, Alta. A not-for-profit organization, WinSport supports national sport organizations, encourages educational opportunities and subsidizes the operation of unique training and recreational facilities used by the nation's top athletes and the general public. For more information on WinSport please visit www.winsportcanada.ca.

About Under Armour, Inc.

Under Armour® (NYSE: UA) is a leading developer, marketer, and distributor of branded performance apparel, footwear, and accessories. 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. For further information, please visit the Company's website at www.ua.com.

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