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Samsung Strengthens Innovative Wearables with Enhanced Under Armour Fitness Apps

Samsung's Gear Fit2, Gear S2 and Gear S3 will support Under Armour's fitness apps

LAS VEGAS, U.S. – January 4, 2017 – Samsung Electronics Co. Ltd. today unveiled a collaboration with Under Armour, the innovative and revolutionary sports apparel brand, to offer authentic fitness experience across a suite of Samsung wearable devices by combining Samsung's industry-leading mobile technology with Under Armour's connected fitness expertise. Whether users are tracking nutrition, daily workouts, running routes or simply seeking a digital personal trainer for added motivation, this best-in-class collaboration will keep users on top of their personal goals.

"This collaboration brings together the very best of Samsung wearable technology with the unmatched sports performance of the Under Armour brand," said, Younghee Lee, Executive Vice President of Global Marketing and Wearable Business, Mobile Communications at Samsung Electronics. "Fitness enthusiasts will have a thrilling experience when it comes to the integration of practical design and intelligent applications for sports related activities."

Mike Lee, Chief Digital Officer at Under Armour said, "We're excited to work with one of the most recognized brands in the world to continue to bring value to our global digital community of more than 190 million users. Samsung is renowned for its innovative, stylish yet practical devices. This new collaboration will provide additional opportunities to further integrate personal nutrition and activity tracking technologies, allowing all athletes to meet their goals and perform their best."

Under Armour will develop four of its globally renowned health and fitness apps for the Samsung Gear Fit2, Gear S2 and Gear S3, providing fitness enthusiasts with a seamless and convenient sports experience, as well as access to Under Armour's digital community. The fitness apps will be available as part of the Under Armour Connected Fitness® suite including UA Record™, MyFitnessPal®, MapMyRun® and Endomondo™. Along with the integration, Samsung will offer unique functionalities to users of the Gear Fit2, Gear S2 and Gear S3.

App	Activity	Unique Features for Samsung
UA Record™	Dashboard for 24/7 activity, sleep and workout monitoring	Map and route display Untethered GPS tracking
MyFitnessPal®	Take control of your nutrition, calories and exercise by recording your dietary intake	Water consumption logging Quick-add calories
MapMyRun®	Capture every run, ride, walk and hike in one app	Challenges Untethered tracking
Endomondo™	Custom training plans, map tracking and ability to share your workouts	Challenges

Samsung Gear Fit2 customers will have access to the UA Record™, MapMyRun®, and MyFitnessPal® apps starting January 4, 2017 and the Endomondo™ app will also be available for Gear Fit2 in January. Samsung Gear S2 and Gear S3 customers will also be able to download the suite of apps in early 2017 with complete features.*

For additional product information, please visit <http://www.samsungmobilepress.com>.

**Service availability and scope may vary by each region and market condition. All functionality, features, specifications and other product information provided in this document including, but not limited to, the benefits, design, pricing, components, performance, availability, and capabilities of the product are subject to change without notice or obligation.*

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.

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.

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>.

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