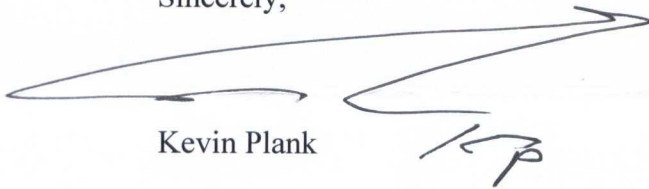


To Whom it May Concern:

In 2008, we hired Kirk Palmer & Associates to find a President of Under Armour. This new role, which would report to me, was created to bring in a senior industry player with the experience to help propel our global growth strategy and take some of the day-to-day operations off of my plate. Whenever you have a founder led business, it is that much more important to ensure that there would be a fit with the company culture and team. Kirk and his group spent time up front to learn and understand the people, the culture and the nuances of our company. We worked together to fine-tune the specs of the position and to clarify the skill sets we were seeking. We wanted a rock star! They put together a short list of top-flight candidates. We were able to begin interviews in short order. They were then proactive in communicating with me and making things happen with a sense of urgency. Kirk was always available, listened to feedback and provided valuable advice and counsel to me and our team to help us work through the process. Once we identified the right candidate, Kirk helped us to close the deal. To date, we couldn't be happier with our selected candidate and how the search had been conducted.

I would not hesitate to recommend Kirk and his team, based upon the results we were able to achieve.

Sincerely,

A handwritten signature in black ink, appearing to read 'K.P.', is written over a long, horizontal, slightly wavy line that extends across the page.

Kevin Plank

KEVIN PLANK | CEO

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