

Under Armour, Inc.  
Form 3  
February 25, 2008

# FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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## INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

|                                           |         |                                      |                                                                                                                                                                                                                            |                                                      |
|-------------------------------------------|---------|--------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|
| 1. Name and Address of Reporting Person * |         | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol                                                                                                                                                                                |                                                      |
| Â Peck Raphael J                          |         | (Month/Day/Year)                     | Under Armour, Inc. [UA]                                                                                                                                                                                                    |                                                      |
| (Last)                                    | (First) | (Middle)                             | 4. Relationship of Reporting Person(s) to Issuer                                                                                                                                                                           | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| 1020 HULL STREET                          |         |                                      |                                                                                                                                                                                                                            |                                                      |
| (Street)                                  |         |                                      | (Check all applicable)                                                                                                                                                                                                     |                                                      |
| BALTIMORE,Â MDÂ 21230                     |         |                                      | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner<br><input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other<br>(give title below) (specify below)<br>VP of Footwear and Accessories |                                                      |
| (City)                                    | (State) | (Zip)                                | 6. Individual or Joint/Group Filing(Check Applicable Line)<br><input checked="" type="checkbox"/> Form filed by One Reporting Person<br><input type="checkbox"/> Form filed by More than One Reporting Person              |                                                      |

### Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|------------------------------------|----------------------------------------------------------|-------------------------------------------------------------------|----------------------------------------------------------|
| Class A Common Stock               | 45,264.02 <sup>(1)</sup>                                 | D                                                                 | Â                                                        |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

### Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security<br>(Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security:<br>Direct (D)<br>or Indirect | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|-----------------------------------------------|-------------------------------------------------------------|--------------------------------------------------------------------------------|--------------------------------------------------------|------------------------------------------------------------------------|----------------------------------------------------------|
|                                               | Date Exercisable      Expiration Date                       | Title      Amount or Number of                                                 |                                                        |                                                                        |                                                          |

# Edgar Filing: Under Armour, Inc. - Form 3

|                                         |       |            |                            | Shares |          | (I)<br>(Instr. 5) |   |
|-----------------------------------------|-------|------------|----------------------------|--------|----------|-------------------|---|
| Employee Stock Option<br>(Right to Buy) | Â (2) | 12/31/2010 | Class A<br>Common<br>Stock | 93,200 | \$ 2.11  | D                 | Â |
| Employee Stock Option<br>(Right to Buy) | Â (3) | 09/30/2013 | Class A<br>Common<br>Stock | 12,000 | \$ 2.11  | D                 | Â |
| Employee Stock Option<br>(Right to Buy) | Â (4) | 05/07/2017 | Class A<br>Common<br>Stock | 8,000  | \$ 45.12 | D                 | Â |

## Reporting Owners

| Reporting Owner Name / Address                              | Relationships |           |                                  |       |
|-------------------------------------------------------------|---------------|-----------|----------------------------------|-------|
|                                                             | Director      | 10% Owner | Officer                          | Other |
| Peck Raphael J<br>1020 HULL STREET<br>BALTIMORE,Â MDÂ 21230 | Â             | Â         | Â VP of Footwear and Accessories | Â     |

## Signatures

By: /s/ John P. Stanton, Attorney in Fact For: Raphael J. Peck 02/25/2008

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Includes shares purchased through the Under Armour, Inc. Employee Stock Purchase Plan.
- (2) This option originally for 180,000 shares is exercisable as to 30,000 shares on each of February 1, 2005, February 1, 2006, February 1, 2007 and February 1, 2008 and 60,000 shares on February 1, 2009.
- (3) This option originally for 60,000 shares is exercisable in 5 equal annual installments beginning September 30, 2004.
- (4) Exercisable in five equal annual installments beginning May 8, 2008.

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### Remarks:

ExhibitÂ List

ExhibitÂ 24Â -Â PowerÂ ofÂ Attorney

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.