

Under Armour, Inc.  
Form 8-K  
September 06, 2011

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): September 6, 2011

**UNDER ARMOUR, INC.**

(Exact name of registrant as specified in its charter)

**Maryland**  
(State or other jurisdiction of  
incorporation or organization)

**001-33202**  
(Commission  
File Number)

**52-1990078**  
(I.R.S. Employer  
Identification No.)

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**1020 Hull Street, Baltimore, Maryland**

(Address of principal executive offices)

**Registrant's telephone number, including area code: (410) 454-6428**

**21230**

(Zip Code)

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

On September 6, 2011, Under Armour, Inc. (the Company) issued a press release announcing that Wayne A. Marino is retiring as Chief Operating Officer of the Company and that Kip J. Fulks, Executive Vice President of Product and an executive officer of the Company, has been appointed the Company's new Chief Operating Officer effective immediately. A copy of the Company's press release is attached hereto as Exhibit 99.1 and is incorporated herein by reference. Additional information on Mr. Fulks may be found in the Executive Officers of the Registrant section under Part I of the Company's Annual Report on Form 10-K for the year ended December 31, 2010, which section is incorporated herein by reference.

**Item 9.01. Financial Statements and Exhibits.**

**(d) Exhibits.**

**Exhibit 99.1:** Under Armour, Inc. press release dated September 6, 2011 announcing the retirement of Wayne A. Marino as Chief Operating Officer of the Company and the appointment of Kip J. Fulks as the Company's new Chief Operating Officer.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

UNDER ARMOUR, INC.

Date: September 6, 2011

By: /s/ BRAD DICKERSON  
Brad Dickerson  
Chief Financial Officer