

# A.W.G.E.

## ***A\$AP ROCKY AND UNDER ARMOUR ANNOUNCE MULTI-PLATFORM PARTNERSHIP TO DEVELOP EXCITING NEW PRODUCTS AND CREATE OPPORTUNITIES FOR UNDERSERVED COMMUNITIES***

**Los Angeles, Calif. (Sept. 15, 2017)** – Global Recording Artist A\$AP Rocky today announces a multi-faceted strategic partnership with Under Armour (NYSE: UA, UAA), a leading global performance and sportswear apparel and footwear brand. A shared desire to positively impact the lives of youths in underserved communities is bringing Rocky and Under Armour together to build a series of philanthropic community-based programs and to develop new products. The upcoming collection will be housed by Under Armour Sportswear, an elevated lifestyle product initiative from Under Armour.

In addition, joint efforts will include updating existing and rolling out new community centers in neighborhoods where students and their families can go to express their creativity through art, fashion, beauty, music and sport. Partnership efforts will initially focus on centers in Baltimore, Los Angeles and New York and feature consistent programming led by experienced instructors, including Rocky himself as a participant.

“I wanted more than a collaboration partner,” said Rocky. “The only way to achieve this is with someone who is likeminded. The Under Armour team, and especially CEO and Founder Kevin Plank, has a shared vision, enthusiasm, and desire to do the same. I grew up in Harlem, and had limited resources to channel my inner-creativity, so I spent too much time on the streets when I should have been more productive. I now have the ability to create a better situation for today’s kids so they can go from school to a safe place to create without boundaries. Under Armour was the company that was most excited about my idea to turn sportswear products on their head while bettering kids’ lives.”

“Our relationship with Rocky is a first for Under Armour; he is one of the most influential style leaders working off field in the world today and we respect his pure creative expertise and passion for culture and community,” said Todd Montesano, SVP of Global Entertainment and Partnerships. “We believe Rocky will undoubtedly provide an impact across our business and it is our intent to empower him and his numerous talents to explore new product avenues. Furthering our unique and truly first-of-its-kind partnership together, we’ll prioritize giving back in disadvantaged communities, particularly with the youth of America.”

### **About A\$AP Rocky**

A\$AP Rocky’s recent critically acclaimed sophomore studio album, *At.Long.Last.A\$AP* [A\$AP Worldwide/Polo Grounds Music/RCA Records] earned the charismatic MC his second #1 album debut on the Billboard 200, R&B Hip Hop and Rap charts. With the album peaking at #1 on iTunes in over 31 countries upon its surprise May 26th release, A\$AP Rocky also claimed the #1 position on Spotify’s Top Album and Top Artist Worldwide charts.

A\$AP Rocky’s 2013 debut album *LONG.LIVE.A\$AP* entered at #1 on Billboard’s Top 200, Hip-Hop Albums, R&B Albums and Digital Albums charts. *LONG.LIVE.A\$AP* also made Top 10 chart entries in 24 countries around the world and included the platinum-selling Noah 40 Shebib produced track *F\*\*kin Problems*, featuring Drake, 2 Chainz and Kendrick Lamar, which won a BET Award for Best Collaboration, BET Hip-

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Hop Award for Best Collaboration, Duo or Group, MTV Video Music Award Japan for Best Hip-Hop Video, and nominated for a Grammy Award for Best Rap Song.

## **About AWGE**

AWGE, a creative group started by Rocky and his management team in 2014, is a multi-faceted company that creates authentic creative connections, solutions and content for clients in the music, fashion, film/TV and lifestyle industries. Recognized by media outlets such as *Forbes*, *Fast Company*, *The New York Times* and *Complex*, AWGE has overseen a highly curated list of artists, designers, musicians and style icons and has consulted for campaigns with Guess, Sony, MTV, Instagram, Midnight and more.

## **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](http://www.uabiz.com).

## **MEDIA CONTACTS:**

Lauren Ceradini

A\$AP Rocky

[lceradini@smithandcompany.com](mailto:lceradini@smithandcompany.com)

Tara Moore

Under Armour

[tmoore@underarmour.com](mailto:tmoore@underarmour.com)