



April 24, 2012

Attorney General Michael A. Delaney
Office of the New Hampshire Attorney General
Consumer Protection and Antitrust Bureau
33 Capitol Street
Concord, New Hampshire 03301

Re: **Notice of Breach of Security for New Hampshire
Residents Pursuant to N.H. Rev. Stat. §§ 359-C:20**

Dear Attorney General Delaney:

Under Armour is writing you to provide notice of a breach of security involving New Hampshire residents that occurred on or about April 12, 2012.

The breach of security involved Under Armour's auditing firm, PricewaterhouseCoopers LLP ("PwC"). A PwC employee, in connection with a recent Under Armour audit, sent an unencrypted thumb drive containing certain payroll information about Under Armour employees by mail. That thumb drive, which contained the names and Social Security Numbers of a number of employees, along with limited other information, was lost on or about April 12, 2012.

We are taking this matter very seriously and are working diligently with PwC and governmental authorities to conduct an investigation and search, but to date have been unable to locate the thumb drive. To date, we have uncovered no misuse of this information.

This breach affects 133 New Hampshire residents. Under Armour notified these persons on or about April 19, 2012, and PwC has arranged for them to receive free credit monitoring and identity protection services from Equifax, which includes \$ 1 million in identity theft insurance. Affected persons will have until July 31, 2012 to activate this coverage, which will then continue at no cost for 12 months from the date of activation. This service will help protect affected persons in the unlikely event of a loss and will be provided at no cost to them.

Under Armour is reviewing its data security practices, and is reviewing additional security procedures and oversight with PricewaterhouseCoopers in order to look for ways to improve its procedures and those of its vendors.

Please do not hesitate to call me directly at (410) 454-6649 with any questions that you might have. Thank you for your consideration of this matter.

Very truly yours,

Cynthia Raposo
Vice President, Legal