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by Elyse Glickman

Under Armour



Athlete's Feats

When the **ESPY Awards** come to town, so does **Eastside PR**'s swanky pre **ESPY Suite at the Mondrian Hotel**. And when there's a suite, there's sweat—on the part of celebrities and athletes—to see what's new and different in style on and off the field. Lucky for **Under Armour**—the leading innovators of moisture-wicking performance apparel—that they chose this opportunity to strut their stuff for the discerning trendsetters making the rounds. Even with other big brands of sporting essentials in their midst, Under Armour's apparel and new products for men and women made a major impression on such attendees as **Drew Brees**, **Brody Jenner**, **Elisha Cuthbert**, **Terrel Owens**, **Danica Patrick**, **Michael Phelps**, **Devin Hester**, **Greg Oden** and **Kim Kardashian**.

Truth be told, however, that since the beginning of this year, Under Armour has enjoyed a major winning streak with endorsements from major athletes, including, **U.S. National Team softball pitcher and 2006's Softball Collegiate Player of the Year**, **Cat Osterman and 2006 World Champion and 2007 National Women's Figure Skating Champion**, **Kimmie Meissner** -- both outfitted exclusively in Under Armour Women's performance gear. Under Armour is outfitting two of baseball's most exciting athletes in gloves and wristbands, **Ryan Howard of the Philadelphia Phillies**, and **Alfonso Soriano of the Chicago Cubs**. And if this alone isn't a high, the company also has this Fall's launch of **Mountain Sports gear** as well as **Performance eyewear**.

The heady concept for a sports apparel line took shape in 1996 when former **University of Maryland football player Kevin Plank** set forth with like-minded friends to create a superior T-shirt that provided compression, wicking perspiration off skin rather than absorb it. Once this intelligently engineered shirt suited many athletes' need to keep cool, dry and light throughout the course of a game, practice or workout, Under Armour's technology gave way to a diverse product assortment for men, women and youth, complete for athletic endeavors all year 'round. **HeatGear®** keeps you cool when it's hot, **ColdGear®** warm when it's cold and **AllSeasonGear®** between the extremes.

You can suit up with Under Armour via www.underarmour.com, or at various sporting goods and apparel shops such as **The Sports Authority**, **REI**, **Dick's Sporting Goods**, and **Chick's** and [Under Armour online store](#).

This week, **two lucky readers**, a man and a woman, will hit the ground running with a complete kit of apparel similar to what celebrities received at the ESPY event at the

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