

PRESS RELEASE # 09-04

Great success for the WFSGI at the ISPO Show; new Directors in the Board, new Honorary President and new members

Lausanne, February 16th, 2009 –

After our successful WFSGI Meetings and Forum at ISPO, we are pleased to announce that the WFSGI Board has nominated two new members: **Mr. Andrew Rubin**, CEO of Pentland Brands plc and **Mr. Kevin Plank**, Chairman and CEO of Under Armour. "They are both widely respected and bring experience in the sporting goods industry and this will bring great added strength to our organization. Their background and broad experience will add great insight to our projects" commented John Larsen, President of the WFSGI and President Emeritus New Balance Athletic Shoe, Inc.

On top of these two nominations, the Board of Directors has proposed and accepted **Mr. Stephen Rubin**, Chairman of Pentland Group plc, as WFSGI Honorary President. Mr. Stephen Rubin has been one of the driving forces of the WFSGI since the early days of its creation in 1978 and was twice President of the WFSGI. A small celebration for the gentlemen will take place in June in Lausanne.

In addition we are pleased with the progress that we made in the 2008 and we are therefore pleased to announce that several companies have joined the WFSGI in 2009. "We are pleased to say that we can serve all sizes of companies and today we can count already on 10 new members for 2009, namely Arena, Erke, Gold Toe Moretz, Haobo, New International Di Iqbal Zobia, PK Trading, Ranson, Skins, Sport Venture and Spyder" said Robbert de Kock, WFSGI Secretary General. "They enter the circle of leading companies who decided to benefit from our services. They are all an example to the industry and we are looking forward to collaborate and help them grow their business".

About Kevin Plank

Kevin Plank launched Under Armour (NYSE: UA) in 1995 while playing college football as a special teams captain for the University of Maryland football team.

Under Armour products include a wide variety of shirts, shorts, underwear, outerwear, gloves and most recently, footwear. In August 2006, Under Armour became an authorized footwear supplier to the National Football League, elevating the company's new line of football cleats to a national stage. Under Armour entered the non-cleated footwear category with the launch of performance training footwear in May 2008.

As chairman and chief executive officer of Under Armour, Mr. Plank oversees all aspects of the business. The company that recorded \$17,000 in its first year of business, while then 23 year-old Mr. Plank was operating out of his grandmother's basement in Washington, D.C., has since become a force in sporting goods and a Wall Street darling. High percentage growth and brand strength has propelled Under Armour to yearly revenues in excess of \$600 million. Plank also works very closely on product creation and the marketing of the brand, including "PROTECT THIS HOUSE™", "CLICK-CLACK™", "BoomBoom-TAP™" and "The New Prototype" advertising campaigns. His work to

deliver on the brand's "Universal Guarantee of Performance" has been recognized by Sporting Goods Business, which has named Under Armour "Apparel Supplier of the Year" four years in a row. Beyond basic American team sports, Plank has grown the Under Armour brand globally. The Company's products are sold worldwide and worn by athletes at all levels - from youth to professional - on playing fields around the globe. The Under Armour global headquarters are located in Baltimore, Maryland, with European headquarters in Amsterdam's Olympic Stadium, and additional offices in Denver, Hong Kong, Toronto, and Guangzhou, China.

While at the helm of Under Armour, Plank has been awarded a wide variety of accolades that demonstrate his growing influence within the industry. Plank, now 36, has already earned a spot in Sports Business Journal's "40 under 40" Hall of Fame, having been counted among a distinguished group of leaders in the sporting goods industry for the past three years, and he was honored in 2006 with the Ernst & Young Entrepreneur of the Year national award in the Retail and Consumer Products Category.

Kevin Plank earned his Bachelor of Science degree in Business Administration from the University of Maryland. Mr. Plank is a member of the Board of Trustees of the University of Maryland College Park Foundation. He is an active member of the Sporting Goods Manufacturers Association (SGMA), the American Football Coaches Association (AFCA) and the American Equipment Managers Association (AEMA).

About Andrew Rubin

Andrew Rubin, MA MBA, is CEO of Pentland Brands plc, a UK based private, family owned company started in the 1930's with a single shoe shop. Andy is the third generation to lead the family business. He joined the Group in 1991, was appointed to the Main Board as Marketing Director in 1995 and appointed CEO in 1998. Andy read law at Cambridge University and received an MBA from Harvard Business School. In between he worked in Corporate Finance for a US investment bank. He is involved in several charities and is a Trustee of InKind Direct, the UK's leading redistribution charity.

Pentland owns a number of well known sports, outdoor and fashion brands, including: Speedo, Berghaus, Brasher, Mitre, Ellesse, Red or Dead, One True Saxon, Boxfresh and Franco Sarto. Pentland is the global licensee for Lacoste and Ted Baker footwear and is licensee for Kickers in the UK. Pentland is also a shareholder in Hunter Boots and Gio Goi. Pentland sells its products in over 170 countries worldwide. Pentland is also the majority owner of JD Sports Fashion plc which operates 400 sports and fashion stores in the UK under the "JD", "Scotts", "Bank" and "Size" fascias.

Andy read law at Cambridge University and received an MBA from Harvard Business School. In between he worked in Corporate Finance for a US investment bank.

He is involved in several charities and is a Trustee of InKind Direct, the UK's leading redistribution charity.

About Stephen Rubin

Stephen Rubin was born in Liverpool in 1937. He is a barrister and Fellow of University College London, where he is a visiting Professor at the School of Public Policy. He has a doctorate from Lancaster University.

Stephen Rubin entered the family business, now Pentland Group plc, which had been formed by his parents in the 1930s. He became Chairman in 1969 and the Company was quoted on the London Stock Exchange until privatised under his family's ownership in 1999. The initial investment in and later sale of its subsidiary, Reebok International, by Pentland has been called one of the greatest ever investments by a British company. Today, the Group is the leading British, international sporting



goods business, specialising in brand management and the design, sourcing, marketing and distribution of footwear and clothing in the sports, outdoor and fashion sectors. Its key own brands include Speedo, Ellesse, Mitre, Berghaus, Brasher Boot, Clerk & Teller, Boxfresh and Red or Dead and it also holds world-wide licences for Lacoste and Ted Baker footwear and a UK licence for Kickers. Pentland is also the largest "aspirational" sports retailer in the UK, through its subsidiary, JD Sports', 400 shops. Pentland's variety of venture capital investments range from publishing and renal dialysis to majority shareholdings in niche British brands such as Hunter Wellington Boots and Suzy Radcliffe Denim jeans. Stephen Rubin has been chairman of Reebok International in the USA, on the Supervisory Board of adidas in Germany and is currently a director of Lacoste SA in Paris.

Stephen Rubin was World Chairman of the Textile Institute from 1994 to 1996 and, after becoming a Director, was elected President of the World Federation of the Sporting Goods Industry from 1995 to 1998 and again from 1999 to 2001. In this position, he called a Conference on Human Rights in Switzerland in 1995, which eventually resulted in the elimination of child labour in the soccer ball industry in Sialkot. From this, further actions on corporate social responsibility became the norm in the Sports Industry, which now works more closely as a group.

Stephen Rubin recently chaired Manchester 2008, the non-profit company formed to host the 2008 World Short Course Swimming Championships in Manchester in April. After 5 years of preparation, the successful Championships won the SportBusiness Sports Event Management Event Look Award and enabled Manchester to become their worldwide Sports City for 2008.

In 2001 and 2002, Stephen Rubin's contribution to the UK's Sports Industry was recognized independently by two Industry Federations: in 2001 he was presented with a Lifetime Achievement Award by The Sports Industries Federation and in 2002 he was voted the Sport Industry Awards' Lifetime Achievement Winner. At the end of 2002, he was created an Officer of the British Empire (OBE) for his work for human rights and business.

More about Arena : <http://www.arenainternational.com/en/company>

More about Erke : <http://www.erke.com/en/about/profile.asp>

More about Gold Toe Moretz : <http://www.goldtoemoretz.com/about.cfm>

More about New International Di Iqbal Zobia : <http://newintsports.com/aboutus.asp>

More about PK Trading : <http://www.pktrading.pl>

More about Ranson: <http://www.ransongroup.com/documents/faq.html>

More about Skins: <http://www.skins.net/ch/en/Corporate>

More about Sport Venture: <http://www.sportventure.net/www/index2.html>

More about Spyder: <http://www.spyder.com/>

The WFSGI :

The World Federation of the Sporting Goods Industry (WFSGI) was founded in 1978 and is the world authoritative body for the sports industry officially recognized by the IOC as the industry representative within the Olympic family. The WFSGI is an independent, non-profit and non-governmental association formed by sports brands, manufacturers, suppliers, retailers, national federations and all sporting goods industry related businesses. The WFSGI plays a strategic role in the support and promotion of the sporting goods industry worldwide. The WFSGI promote free and fair trade and provide platforms for the intergovernmental cooperation with regards to the International Organizations interested or affected by sports. Our aim is also to expand the cooperation on the protection of intellectual property rights and improve human rights issues related to working conditions in the world. All this can be done through contacts with International organizations such as the ILO, WTO, WHO, UN but also through International Sports Federations (FIFA, UEFA, IAAF, FIVB, etc.) and the IOC, via the exchange of information and clearing house on issues and topics developed by the WFSGI various committees. Stay tuned and subscribe to the News Alert on www.wfsgi.org !

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For more information :

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