



FOR IMMEDIATE RELEASE

PATTERSON DENTAL TEAMS UP WITH UNDER ARMOUR

Named exclusive distributor of new UA Performance Mouthwear™

St. Paul, MN (August 13, 2009) – Known as innovators in the dental business, Patterson Dental announces its role as the exclusive distributor of Under Armour Performance Mouthwear,™ an innovative new line of custom mouthpieces and mouthguards that provides athletes in any sport the ability to unlock their full potential. Powered by ArmourBite™ Technology, UA Performance Mouthwear can improve strength, endurance and reaction time, reduce athletic stress, and with the mouthguard, reduce impact from blows to the jaw.

When athletes exert themselves, clenching the jaw is a natural reaction. Teeth-clenching, however, triggers the excess production and release of hormones, such as cortisol, that produce stress, fatigue and distraction, hindering an athlete's performance. ArmourBite Technology in UA Performance Mouthwear prevents teeth from clenching, relieves pressure on the temporomandibular joint (TMJ), and prevents the excessive production of performance-sapping hormones.

"We're thrilled to bring such a compelling product and powerful brand name – Under Armour – into the dental practice," said Scott Anderson, president of Patterson Dental. "Our mission is to drive innovation to the dental profession, and the latest offering brings the excitement of sports into the dental office in a way that's never been done before."

ArmourBite, the patented technology in UA Performance Mouthwear, was created by Under Armour's partner Bite Tech, Inc., a Minneapolis-based company that has spent over 15 years conducting research and science on developing mouthwear products that improve athletic performance.

"Throughout history, soldiers, warriors and athletes realized that by preventing their teeth from clenching together with a leather strap or bullet, they were able to gain the edge they needed to get through, or even excel at strenuous or punishing activities," said Bite Tech founder Jon Kittelsen. "ArmourBite Technology brings this ancient concept to today's athletes with a comfortable, safe product."

Bite Tech has conducted years of independent studies at some of the nation's top universities and research centers, including The Citadel and IMG Academies, which have proven the science behind UA Performance Mouthwear.

Available exclusively through Patterson Dental's national network of authorized dental providers, the Under Armour Performance Mouthwear line includes:

- UA Performance Mouthpiece – Custom-molded mouthpiece with optimal fit and comfort for non-contact sports, such as baseball, golf, tennis, cycling and running.
- UA Performance Mouthguard – Custom-molded mouthguard with superior protection and comfort for contact sports, such as football, hockey, lacrosse, martial arts and wrestling.

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Additionally, a premium alloy version of the mouthpiece will be added to the UA Performance Mouthwear product line-up in Fall 2009. More information on the new line of gear can be found at www.underarmour.com.

To become an authorized provider of UA Performance Mouthwear, dentists can purchase a Launch Kit from Patterson Dental. The kit includes product samples, educational materials for dental teams and consumers, prescription forms and fitting instructions. Interested dentists should contact their Patterson Dental sales representatives or visit www.pattersondental.com for more information. See this exciting product in action in a brief video presentation on www.pattersondental.com.

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About Patterson Companies, Inc.

Patterson Companies, Inc. is a value-added distributor serving the dental, companion-pet, veterinarian and rehabilitation supply markets. As Patterson's largest business, Patterson Dental provides a virtually complete range of consumable dental products, equipment and software, turnkey digital solutions and value-added services to dentists and dental laboratories throughout North America. Visit www.pattersondental.com for more information.

About Under Armour, Inc.

Under Armour® (NYSE: UA) is a leading developer, marketer and distributor of branded performance apparel, footwear and accessories. The brand's moisture-wicking synthetic fabrications are engineered in many different designs and styles for wear in nearly every climate to provide a performance alternative to traditional natural fiber products. 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 is in Baltimore, Maryland, with European headquarters in Amsterdam's Olympic Stadium, and additional offices in Denver, Hong Kong, Toronto, and Guangzhou, China. For further information, please visit the company's Web site at www.underarmour.com.

About Bite Tech, Inc.

Bite Tech, Inc. is a privately held technology company that is dedicated to improving human performance and health. The company has developed innovative technologies to create performance mouthwear that allows athletes to achieve their true potential and provide enhanced protection for those athletes whose sport demands it. Bite Tech counts numerous professional athletes, including Minnesota Vikings Adrian Peterson, hockey greats Marian Gaborik and Brett Hull, and football legend Raghobir "Rocket" Ismail among its investors. Visit www.bitetech.com for more information.

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