This 10 year deal was the largest of its kind in the history of college athletics and became effective July 1, 2014. As of 2014, Under Armour has operated revenue brandon wilds jersey and operating profit more than 30%, accelerating from their 2013 pace. Its share price has soared 62.5% this year.[17]After its November 2013 acquisition of digital app maker MapMyFitness for US\$150,000,000, in February 2015 Under Armour announced it had purchased the calorie and nutrition counting app maker MyFitnessPal for \$475m, as well as the fitness app maker Endomondo for US\$85,000,000.[18][19]On January 6, 2016, Under Armour announced a strategic partnership with IBM demario davis jersey to use IBM Watson's cognitive computing technology to provide meaningful data from its IOT kit and UA Record app.[20]0n March 3, 2016, the company became the Official Match Ball Partner of the North American Soccer League, starting with their 2016 season.[21][22]May 26, 2016 will tye jersey Under Armour and spencer paysinger jersey UCLA announced their plans for a 15 year, \$280 million contract, making this the largest shoe and apparel sponsorship in NCAA history.[23]In July 2016 Under Armour leased the 53,000 square feet space formerly occupied by FAO Schwarz on New York's Fifth Avenue; it projected that brent qvale jersey its store would open in 2018.[24][25] FAO Schwartz had been paying \$20 million in rent.[25]On December 5, 2016, Under Armour reached a 10 year agreement with Major League Baseball to become the official on field uniform provider of MLB, beginning in 2020.[26] Under Armour will replace Majestic, who has been MLB's uniform provider since 2004. Under Armour is widely known for its partnership with NBA athlete Stephen Curry, who is considered to be the "face of their footwear line".[27] Originally signed to Nike, Curry joined with Under Armour in the 2013 offseason.[28] As Curry became a two time NBA Most Valuable Player Award winner and one of the most popular athletes in the world, sales of his shoes have become a major factor for the Under Armour brand, with stock prices rising and falling based on the success of the Curry shoe line.[29][30]The expansion of Under Armour's product lines, such as

TurfGear, AllseasonGear, and StreetGear put Under Armour at the forefront of the emerging performance apparel industry.[5] In 2003, Under Armour launched their 's Performance Gear product line.[5]Under Armour announced an addition to their ColdGear product line, called Infrared, that was released in 2013.[39] This line claims to disseminate heat using ceramic powder and re circulate heat around the wearer's body.