

DRAGON'S DEN

UNDER ARMOUR'S® HIGH-TECH TAKE ON THE RED JERSEY GIVES THE WELSH RUGBY UNION THE EDGE THEY NEED TO DEFEND THEIR LAIR



Under Armour helps a MH reader really take it to the streets

Field testing

October saw over 1,000 competitors tackle 12.5km of Nottingham in the inaugural MH Survival of the Fittest, with each competitor helped every step by an Under Armour® technical T-shirt. Keeping everyone running cool, dry, warm and always ready for the next obstacle, Under Armour gave our readers the support they required to survive and conquer the roughest and toughest of terrain.

Trial by fire

Having proven indestructible in Nottingham, Under Armour's ultimate test now waits in Cardiff. As the official kit provider of the Welsh Rugby Union, experts from the Under Armour design team have studied Welsh rugby and its heritage, delivering the maximum impact and benefit for the players and fusing the passion engrained in the famous red jersey with the performance that wearing it demands.

Match test

Under Armour have left no scientific stone unturned to guarantee that the performance of the new WRU gameday apparel is of international test match standard. Constructed out of TECH 40 thread, the fabric delivers maximum mobility while retaining its athletic fit, reducing the drag on the fabled Welsh backline and giving foreign visitors to the Millennium Stadium less to lay their hands on. While the three-quarters dance through the opposition, the forward pack's play at the coalface is enhanced by Under Armour's moisture transport system, wicking sweat and heat away from the torso. An antimicrobial treated material, which prevents the growth of odour-causing microbes, ensures that legends are made on the pitch, not by kicking up a stink in the locker room.

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Fast feet

To top things off, Under Armour have turned their technical attentions to your feet. February '09 sees the release of Under Armour footwear, with quick-dry fabrics, unparalleled support and power transfer systems making them the perfect pair for next year's Survival of the Fittest.



6ft 4in Jamie Roberts and the matchday Jersey make a formidable team



WHEN WALES' BIG-NAME PLAYERS PLAY IN THE BIGGEST OF GAMES IT'S THE SMALL THINGS THAT COUNT. UNDER ARMOUR HAS GOT IT COVERED

Breathe easy

Surviving the cauldron of the Millennium Stadium means keeping your cool, whether it's the first or last of a long 80 minutes. Under Armour's gameday jersey features Strategic Ventilation - venting built into the garment at the key points where the body dumps heat. So whatever the weather, you won't boil over in the heat of battle.

Hold tight

At the highest level, one dropped pass can make the difference between climbing the steps for the trophy or hitting the showers. Dragon Scale Grip under the arms on all WRU jerseys has a handle on things, with the unique tactified texture keeping the ball in the Dragon's claws when the winning try is within reach.



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