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Columbia Sportswear Steps Up to Help Haiti Earthquake Victims

PORTLAND, OR -- (MARKET WIRE) -- 02/08/10 -- Columbia Sportswear Company (NASDAQ: COLM) provided an update on its ongoing efforts to assist Haiti relief efforts. Immediately following news of the devastating earthquake, the company began working closely with international relief agencies, including Mercy Corps, World Vision and Soles4Souls, for guidance on specific relief needs. To date Columbia Sportswear has:

- arranged for the shipment of shoes, clothing and accessories with an estimated retail value of more than \$3 million to be distributed by on-site relief workers,
- facilitated the sale of over 1,000 Columbia and Mountain Hardwear tents to Shelterbox, providing temporary shelter for affected families,
- donated more than \$120,000 in cash to a variety of accredited relief organizations through a combination of employee donations and company matching.

In addition, in collaboration with Soles4Souls, Columbia will be collecting used footwear at each Columbia Muddy Buddy event being held in 18 cities across the U.S. beginning in March, to help Soles4Souls reach its goal of collecting 1 million pairs of shoes for Haiti in 2010.

Tim Boyle, Columbia's president and chief executive officer, commented, "Columbia Sportswear and its employees have a long history of responding with compassion and generosity to help survivors of natural disasters. The devastating earthquake in Haiti provided another opportunity for us to demonstrate those values. We continue to look for additional ways to respond to the changing needs of the Haitian people and applaud our employees and the relief workers on the ground for their continued individual efforts."

About Columbia Sportswear

Founded in 1938 in Portland, Oregon, Columbia Sportswear Company is a global leader in the design, sourcing, marketing and distribution of active outdoor apparel, footwear, accessories and equipment. As one of the largest outerwear manufacturers in the world and a leading seller of skiwear in the United States, the company has developed an international reputation for innovation, quality, performance, functionality and value. The company manages a portfolio of outdoor brands including Columbia Sportswear, Mountain Hardwear, Sorel, Montrail and Pacific Trail. To learn more about Columbia, please visit the company's website at www.columbia.com.

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CONTACTS :

Media:

Leslie Constans
Columbia Sportswear PR
(503) 985.4183

[Email Contact](#)

Investors:

Ron Parham
Columbia Sportswear Investor Relations
& Corporate Communications
(503) 985.4584

[Email Contact](#)