

July 12, 2010



Columbia Sportswear Company to Announce Second Quarter Financial Results on Thursday, July 22nd, 2010

PORTLAND, Ore., July 12, 2010 (GLOBE NEWSWIRE) -- Columbia Sportswear Company (Nasdaq:COLM) will host a telephone conference call at 5:00pm ET on July 22nd, 2010 to review the company's second quarter financial results, scheduled to be released that day at the close of regular market trading hours. To participate, please dial 866-551-3680 and enter conference ID: 9177149#. The call will also be webcast live on the Investor Relations section of the Company's website at <http://investor.columbia.com> where it will remain available until October 22nd, 2010.

Columbia Sportswear Company is a global leader in the design, sourcing, marketing and distribution of active outdoor apparel, footwear, accessories and equipment. Founded in 1938 in Portland, Oregon, Columbia products are sold in more than 100 countries and have earned an international reputation for innovation, quality and performance. Columbia products feature innovative technologies and designs that protect outdoor enthusiasts from the elements, increase comfort, and make outdoor activities more enjoyable. In addition to the Columbia brand, Columbia Sportswear Company also owns outdoor brands Mountain Hardwear(r), Sorel(r), Montrail(r), and Pacific Trail(r). To learn more, please visit the company's websites at www.columbia.com, www.mountainhardwear.com, www.sorel.com, and www.montrail.com.

CONTACT: Columbia Sportswear Company
Investor Relations Contact:
Ron Parham, Sr. Director of Investor Relations and
Corporate Communications
503-985-4584
rparham@columbia.com