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Columbia Sportswear Company Announces Management Appointments at its prAna and Columbia Sportswear Brands

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (Nasdaq:COLM), a leading innovator in the active outdoor apparel, footwear, accessories, and equipment industries, today announced the following management appointments, each to become effective October 1, 2017:

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170907006407/en/>

Russ Hopcus will be appointed President of the prAna Brand, reporting directly to Doug Morse, Senior Vice President – Emerging Brands and APAC. Hopcus has served as Senior Vice President of North America Sales for the Columbia brand since joining the company in 2013, during which period Columbia brand wholesale sales in the region grew more than 30 percent.

“As a 32-year veteran of the active apparel and footwear industry, Russ brings extensive leadership experience in brand and market development to prAna,” noted Morse. “He will be relocating to join our prAna team in Carlsbad, California and be responsible for managing the brand in all channels and continuing to strengthen the brand’s position as a leader in both performance and sustainability.”

Mr. Hopcus commented, “I’ve long admired the great work that the prAna team has done to build the prAna brand through a clear brand identity, outstanding products and a commitment to sustainability and community. I’m thrilled by the opportunity to join the team and further its mission to inspire healthy, active, free-spirited lifestyles in the U.S. and around the globe.”

Succeeding Mr. Hopcus, Joe Craig will be promoted to Senior Vice President, North America Sales for the Columbia brand, reporting directly to Franco Fogliato, Executive Vice President – Americas General Manager. Mr. Craig first began working with Columbia in 1995, representing the brand in 9 states as an independent sales representative and co-owner of CW Outdoors. He then joined Columbia in 2009 and has served as Vice President of U.S. Apparel Sales for the Columbia brand since 2013.

“Joe is a talented sales executive who has built solid relationships with our wholesale customers,” said Fogliato. “I look forward to working with him to develop and implement sales strategies that build upon the Columbia brand’s leadership position in the rapidly evolving North American marketplace.”

Mr. Craig added, “These are challenging and exciting times in the North American market. I am excited to continue working with Franco and our wholesale customers to elevate the Columbia brand’s compelling promises of innovation, performance and accessibility for consumers of all ages and interests.”

Succeeding and reporting to Mr. Craig, Dean Rurak will be appointed Vice President of U.S. Apparel Sales for the Columbia brand. Mr. Rurak joined the company in 1996 as a Columbia brand sales representative in Canada and has held various roles in Columbia brand sales and product management since moving to the company’s Portland, Oregon headquarters in 2008, where he has served as Vice President, Apparel Merchandising since January 2017.

“Dean and I have worked together in many capacities over the past decade,” said Craig. “He has always been a valued partner with keen consumer insights and a solid understanding of the North American wholesale markets. His experience will be instrumental as we work to build upon the Columbia brand’s strong position with our valued U.S. wholesale customers.”

Mr. Rurak added, “Columbia brand apparel is very well positioned to capitalize on consumers’ desire for accessible performance to support their interests across a wide variety of outdoor activities, from urban outings to wilderness adventures. I’m excited to explore more ways to connect with consumers through our wholesale customers and drive mutually profitable growth.”

Joe Boyle, Executive Vice President – Columbia Brand President, will oversee merchandising for the Columbia brand while the company carries out a search to fill the brand’s global apparel merchandising role.

Additional background on the earlier careers of Russ Hopcus, Joe Craig and Dean Rurak can be found at http://www.columbia.com/About-Us_Officers-And-Directors.html.

In addition, Stu Redsun, SVP and Chief Marketing Officer, has departed the Company. Columbia brand President, Joe Boyle, has appointed interim leadership for the Columbia brand marketing group while the Company launches a search for the redefined global Columbia brand marketing role.

About Columbia Sportswear Company

Columbia Sportswear Company has assembled a portfolio of brands for active lives, making it a leader in the global active lifestyle apparel, footwear, accessories, and equipment industry. Founded in 1938 in Portland, Oregon, the company's brands are today sold in approximately 90 countries. In addition to the Columbia® brand, Columbia Sportswear Company also owns the Mountain Hardwear®, SOREL®, prAna®, and OutDry® brands. To learn more, please visit the company's websites at www.columbia.com, www.mountainhardwear.com, www.sorel.com, www.pрана.com, and www.outdry.com.

Forward-Looking Statements

This document contains forward-looking statements within the meaning of the federal securities laws, including statements regarding profitability and growth. Forward-looking statements often use words such as "will," "anticipate," "estimate," "expect," "should," and "may" and other words and terms of similar meaning or reference future dates. The

company's expectations, beliefs and projections are expressed in good faith and are believed to have a reasonable basis; however, each forward-looking statement involves a number of risks and uncertainties, including those set forth in this document, those described in the company's Annual Report on Form 10-K and Quarterly Reports on Form 10-Q under the heading "Risk Factors," and those that have been or may be described in other reports filed by the company, including reports on Form 8-K.

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