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# Columbia Sportswear Opens New Store in Disney Springs at Walt Disney World Resort

*Columbia Brings its Performance Apparel and Footwear to Popular Family Vacation Destination*

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear (NASDAQ:COLM) recently opened a new branded retail location at Disney Springs in Lake Buena Vista, Florida. The 5,000-square-foot store features a stunning overhead display of 500 fish in a pool of reflected light, artwork and sculpture inspired by the Florida coast, and on-site embroidery so customers can personalize their purchases. The new store offers Columbia's Performance Fishing Gear (PFG) and a range of technical apparel and footwear designed to keep the entire family cool, dry and protected.

Disney Springs is nearing completion on the largest expansion in its history and emerging as an exciting new waterfront district for world-class shopping, unique dining and high-quality entertainment. The new Columbia store is located in the district's new Town Center neighborhood, which offers a sophisticated mix of shopping and dining along with a promenade where guests can relax, refresh and reconnect with each other.

"We're excited that everyone who visits Disney Springs can have the chance to enjoy the great Florida sunshine in Columbia's legendary apparel and footwear," said Shawn Cox, Senior Vice President of Retail for Columbia Sportswear. "Our PFG collection is anchored around the water and the sun, and it's a perfect match for spending the day with friends and family at Walt Disney World Resort and beyond."

Every PFG product is thoughtfully designed with fabrics, construction and industry-leading technologies for enjoying long days on the water or under the sun. The PFG collection is inspired by the performance, style and comfort needs of professional and recreational anglers, and is being embraced as a lifestyle brand by consumers of all ages.

For more than 75 years, Columbia has developed innovative products and technologies with one simple goal: They want you to enjoy the outdoors longer. Based in the Pacific Northwest, Columbia's innovative products are developed and tested under the watchful eyes of its 92 year-old chairman, Gert Boyle. Everyone at Columbia continues to follow Boyle's mantra: "It's perfect. Now make it better."

## Grand Opening Activities

Columbia's Disney Springs store is celebrating its grand opening on Wednesday, July 13, 7:00 – 9:00 pm. Everyone is invited to visit the store during this time to participate in raffles and enjoy appetizers, live music, and beverages.

## About Columbia

Columbia, the flagship brand of Portland, Oregon-based Columbia Sportswear Company, has been creating innovative apparel, footwear, accessories and equipment for outdoor enthusiasts since 1938. Columbia has become a leading global brand by channeling the company's passion for the outdoors and innovative spirit into technologies and performance products that keep people warm, dry, cool and protected year-round. To learn more, please visit the company's website at [www.columbia.com](http://www.columbia.com).

## About Disney Springs

Disney Springs is a one-of-a-kind Disney experience, treating guests by day and night to great dining, shopping and entertainment amid beautiful open-air promenades, flowing springs and waterfront charm. Offering an air of sophisticated grace and design that harkens to Florida's waterfront towns at the turn-of-the-century, Disney Springs is home to four distinct, outdoor neighborhoods: The Landing, Town Center, Marketplace and West Side. Nearing completion in 2016, Disney Springs has been undergoing the largest expansion in its history to double and diversify its shopping, dining and entertainment offerings. Disney Springs is part of Walt Disney World Resort, the number one family vacation destination in the world, located in Lake Buena Vista, Florida.

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