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Columbia Sportswear Company Reports Ongoing Success in the Fight Against Counterfeiting

Company's Anti-Counterfeiting Program Casts Its Net Over More Than 60 Countries Worldwide to Confiscate Millions of Fake Products and Labels

PORTLAND, Ore., July 8, 2008 (PRIME NEWSWIRE) -- Columbia Sportswear Company (Nasdaq:COLM), a global leader in the active outdoor apparel and footwear industries, announced today ongoing success in its efforts to stamp out counterfeiting of Columbia and sub-branded products worldwide. In May, Columbia was granted a preliminary injunction in India against a group of retailers, manufacturers and franchisees that were illegally producing and selling counterfeit apparel featuring a number of Columbia brands. This past winter, Columbia succeeded in blocking the sale of counterfeit jackets in a group of discount stores in the U.S. Last year, Columbia staged over 60 successful raids in counterfeit factories in China.

Since 2003, the company has worked with local, national and international law enforcement agencies to identify counterfeit goods in more than 50 countries, confiscating millions of fake products and labels for Columbia and its sub-brands.

"We take very seriously our responsibility to protect and defend the integrity of the Columbia family of brands in each of the more than 90 countries in which we do business," said Tim Boyle, president and chief executive officer. "We believe the Columbia brand has long-term growth opportunities worldwide, as consumers seek the innovative protective features of authentic Columbia products. They are learning to rely on our Omni-Shade(tm) products for UPF protection against the harmful rays of the sun whatever the season. For winter outdoor enthusiasts, our Omni-Tech(tm) products provide waterproof, breathable protection against the elements while our Interchange(tm) styles allow them to adapt quickly to varying weather and temperatures. Our Techlite(tm) footwear products deliver lightweight cushioning and comfort year-round. All of our products contain innovative technologies and designs to help consumers stay outside and enjoy their activities longer."

Boyle concluded, "We urge consumers to seek authentic Columbia product so they can get all the protective qualities we work so hard to provide. We are extremely grateful to the customs officials and law enforcement agencies around the world who work with us as our first line of defense in this battle. With their continued assistance, we intend to continue our vigilance against counterfeiting."

About Columbia Sportswear Company:

Founded in 1938 in Portland, Oregon, Columbia Sportswear Company is a global leader in the design, sourcing, marketing and distribution of active outdoor apparel and footwear. 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 quality, performance, functionality and value. The company manages a portfolio of outdoor brands including Columbia Sportswear, Montrail, Mountain Hardwear, Pacific Trail, and Sorel. To learn more about Columbia, please visit the company's website at <http://www.columbia.com/>.

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