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Columbia Sportswear Company Unveils Plans to Open Branded Retail Store in Frankfurt's Recently Opened My Zeil Shopping Centre

GENEVA -- (MARKET WIRE) -- 07/22/09 -- Columbia Sportswear Company (NASDAQ: COLM), a global leader in the active outdoor apparel and footwear industries, has announced the upcoming opening of a new Columbia-branded store to be located in the heart of Frankfurt's famous Zeil Strasse, in the recently opened My Zeil shopping centre. The new store, which will occupy 325 square meters, will present the company's Columbia brand outdoor apparel, equipment and footwear and Sorel brand footwear to millions of outdoor enthusiasts who live in Germany and to the 40+ million tourists who travel to the Zeil Strasse each year. The store is expected to open in late August 2009.

"We're very excited about locating a Columbia-branded store in Frankfurt, one of the premier retail shopping destinations in Europe. Zeil Strasse is considered one of the best places within Frankfurt to shop for outdoor products," said Christian Finell, General Manager Europe, Columbia Sportswear Company. "The planned opening of our store in Frankfurt is an exciting move for our Columbia and Sorel brands in Germany."

Columbia's planned Frankfurt store is part of the company's strategy to establish a network of branded stores in key metropolitan markets around the world and elevate the presentation of its complementary outdoor brands. The stores are intended to drive consumer demand by enabling consumers to experience a greater breadth and depth of Columbia's innovative outdoor products merchandised under one roof.

Real Estate transaction was brokered by Harper Dennis Hobbs of London.

Store design is by 2Hemispheres of Portland, Oregon.

Project Management is by Boyl & Ames of Portland, Oregon and overseen locally by idConstruction of Koln.

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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