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Columbia Sportswear Company Names Adrienne Lefebvre Moser General Manager, Apparel Merchandising

PORTLAND, OR -- (MARKET WIRE) -- 10/12/09 -- Columbia Sportswear Company (NASDAQ: COLM), a global leader in active outdoor apparel, footwear and accessories, today announced the appointment of Adrienne Lefebvre Moser to the newly created position of general manager, apparel merchandising for the Columbia brand.

Moser brings over 20 years of senior experience in apparel merchandising with several global brands. Most recently, she served as senior vice president of product, sales, and marketing at LaCrosse, Inc., in Portland, Oregon, where she led successful efforts to integrate sales, marketing, design, development, forecasting and customer service operations in support of the company's brand portfolio.

Prior to that, she was a founding member of Nau, Inc., in Portland, Oregon, where she served as chief operating officer and general manager from 2005 to 2008, building teams and implementing integrated operational processes across the entire organization. She also spent 14 years at Patagonia, Inc., in Ventura, California, rising to general merchandise manager with responsibility for all product lines developed for all sales channels and global geographies.

"We are very excited to welcome Adrienne Moser to Columbia Sportswear," said Mark Koppes, vice president, global apparel, to whom Moser will report. "Adrienne's depth of experience within the outdoor industry adds proven merchandising talent to Columbia's apparel organization that will help drive the accelerating pace of innovation we are introducing across our diverse product categories. We're confident in Adrienne's ability to translate consumer insights into products that will help elevate the Columbia brand and strengthen its emotional connections with outdoor consumers around the world."

"The Columbia brand is known for its rich history of innovative products for outdoor enthusiasts," said Moser. "I look forward to leading Columbia's apparel merchandising team in pursuit of the brand's global potential."

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, footwear, accessories and equipment. 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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