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Columbia Sportswear Company Announces Plans to Open New Branded Retail Store Near Famous Marienplatz in Munich

GENEVA -- (MARKET WIRE) -- 10/19/09 -- Columbia Sportswear Company (NASDAQ: COLM), a global leader in the active outdoor apparel and footwear industries, has chosen a site in the Sendlingerstrasse near the famous Marienplatz in Munich to house its third European Columbia-branded store, expected to open in December 2009. The new store, which will occupy 450 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.

Sendlingerstrasse is one of the fastest developing shopping streets within Munich, with approximately 50,000 people visiting each day. City planners and developers are working together to turn a portion of the street into a pedestrian-only shopping area within the next three years. Sendlingerstrasse and the surrounding area currently feature stores owned by Columbia's key customers and competitors, as well as other famous consumer brands such as Starbucks and Apple.

"We're very excited about locating a Columbia-branded store in Munich, one of the premier retail shopping destinations in Europe and the business centre of Germany as well as a gateway to the Alps. The street sits in the heart of the 'outdoor' shopping area of Munich, only a five-minute walk from the very famous Marienplatz," said Christian Finell, general manager Europe, Columbia Sportswear Company. "The planned opening of our store in Munich is an exciting move for our Columbia and Sorel brands in Germany."

Columbia's planned Munich store follows the opening of branded stores in Frankfurt and London in August and September, respectively, as part of the company's strategy to establish a network of branded stores in key metropolitan markets around the world to drive consumer demand by elevating the presentation of its complementary outdoor brands.

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 Hardware, Pacific Trail, and Sorel. To learn more about Columbia, please visit the company's website at <http://www.columbia.com/>.

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