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# **Columbia Sportswear Turns up the Heat on Innovation, Introducing Suite of Omni-Heat(TM) Technologies to Keep Outdoor Consumers Warmer**

## **New Columbia Omni-Heat Reflective, Thermal and Electric Outdoor Products Boost Warmth and Regulation While Reducing Bulk and Weight**

PORTLAND, OR -- (MARKET WIRE) -- 01/18/10 -- Columbia Sportswear Company (NASDAQ: COLM), a global leader in the active outdoor apparel and footwear industries, today announced it will showcase the company's revolutionary suite of Omni-Heat technologies this week at SHOT Show in Las Vegas and Outdoor Retailer Winter Market in Salt Lake City.

The Omni-Heat suite delivers warmth and superior regulation of body temperature without added bulk using a combination of the following innovations:

- Omni-Heat Thermal Reflective regulates body temperature using a patent pending dot-matrix application of reflective material on a moisture-wicking, air-permeable base layer, working together to reflect and retain body warmth while dissipating excess heat.
- Omni-Heat Thermal Insulation achieves the industry's highest heat retention per gram using a new proprietary insulation that employs 50% recycled materials.
- Omni-Heat Thermal Electric allows consumers to keep their feet warm at the push of a button by activating a patent-pending, battery-powered array of heating elements located strategically throughout the footbed in select Columbia boot styles, including the Bugathermo Techlite(TM) boot for men and the Snowfall Thermo(TM) for women.

"Columbia is taking a leadership role in the outdoor industry by bringing meaningful and easy-to-understand innovations that deliver real benefits to a broad set of outdoor consumers," said Mick McCormick, executive vice president of global sales and marketing, Columbia Sportswear Company. "Omni-Heat, which we believe is the first visible warmth technology in outdoor apparel, is just the beginning."

Columbia's Omni-Heat technology will make its global retail debut in Fall 2010 in nearly 100 styles of apparel, footwear and accessories. Consumers will be treated to an early preview during the 2010 Vancouver Winter Olympics in February when the Canadian Freestyle Ski Team goes for gold, outfitted in cutting-edge Omni-Heat skiwear that will help keep them thermo-regulated and limber while waiting in the cold winter air between acrobatic jumps.

Columbia invites retailers to see and feel Omni-Heat work at booth #11018 at the SHOT Show and booth #28001 at Outdoor Retailer.

### About Columbia Sportswear

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, Mountain Hardwear, Sorel, Montrail and Pacific Trail. To learn more about Columbia, please visit [www.columbia.com](http://www.columbia.com).

#### CONTACTS:

##### Media:

Leslie Constans  
Columbia Sportswear PR  
(503) 985.4183  
[Email Contact](#)

##### Investors:

Ron Parham  
Columbia Sportswear Investor Relations  
& Corporate Communications  
(503) 985.4584  
[Email Contact](#)