

July 31, 2012



Columbia Sportswear to Webcast Analyst Meeting Introducing Omni-Freeze™ Zero Active Cooling Technology at Outdoor Retailer Summer Market Thursday, August 2, 2012

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (Nasdaq:COLM), a leading innovator in the global outdoor apparel, footwear, accessories and equipment industries, will webcast a presentation to analysts during the 2012 Outdoor Retailer Summer Market trade show at The Salt Palace Convention Center in Salt Lake City.

When: Thursday, August 2, 2012
7:00 p.m. ET

Live Webcast: <http://investor.columbia.com/>

Audio-Only Dial-in: 877-407-9205

Archive: Audio, slides and video portions of Columbia's presentation will be archived for 90 days.

About Columbia Sportswear

Columbia Sportswear Company is a leading innovator in the global outdoor apparel, footwear, accessories and equipment industry. Founded in 1938 in Portland, Oregon, Columbia products are sold in approximately 100 countries and have earned an international reputation for innovation, quality and performance. Columbia products feature innovative technologies and designs that protect outdoor enthusiasts from the elements, increase comfort, and make outdoor activities more enjoyable. In addition to the Columbia® brand, Columbia Sportswear Company also owns outdoor brands Mountain Hardwear®, Sorel®, and Montrail®. To learn more, please visit the company's websites at www.columbia.com, www.mountainhardwear.com, www.sorel.com, and www.montrail.com.

Columbia Sportswear Company
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Source: Columbia Sportswear Company