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Columbia Sportswear Encourages PED Use

New TurboDown 'Performance Enhanced Down' Boosts Nature with Science

PORTLAND, Ore.--(BUSINESS WIRE)-- Global outdoor leader Columbia Sportswear (Nasdaq:COLM) introduces TurboDown to the public today, opening the door for everyone to embrace PED, Performance Enhanced Down. TurboDown is a patent-pending insulation construction that creates such outsized results it's like a "down jacket on steroids."



Columbia Men's Platinum 860 TurboDown Hooded Jacket (Photo: Business Wire)

Columbia's President and Chief Executive Officer, Tim Boyle explains: "It's time that the outdoor industry embraced the use of PED. Performance Enhanced Down offers unmatched performance and this winter, you can experience how science can enhance the limitations of nature, and it's legal!"

TurboDown is a revolutionary new technology that leverages the strengths of both science and nature, layering natural down, synthetic Omni-Heat thermal insulation, and Omni-Heat Reflective technology into every baffle. The patent-pending layering system is an industry first; it has the warmth, look and feel of natural down and performs in all weather conditions.

We asked an independent third-party entity to test TurboDown's heat-retention capabilities against several of our competitors' similarly priced insulated jackets. Using a computer-controlled environmental chamber to regulate variables, Columbia TurboDown took on the Marmot Zeus, North Face ThermoBall, Patagonia Down Sweater and Patagonia Nano Puff. In each case, Columbia products insulated with TurboDown performed better; beating competitors by margins ranging from 8% to 22% warmer.

In keeping with Columbia's commitment to making our innovation accessible to all, the collection will be tiered in three categories, Gold, Platinum and Diamond. And the jackets and vests will range in price from \$130 to \$325. TurboDown styles are now available to men and women in multiple retailers and online at www.columbia.com.

About Columbia

Columbia, the flagship brand of Portland, Oregon-based Columbia Sportswear Company, has been creating innovative apparel, footwear, accessories and equipment for outdoor enthusiasts since 1938. Columbia has become a leading global brand by channeling the company's passion for the outdoors, and an innovative spirit of "trying stuff", into technologies and performance products that keep people warm, dry, cool and protected year-round. To learn more, please visit the company's website at www.columbia.com.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20140926005036/en/>

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