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Columbia Sportswear Company Announces Support of Nepal Disaster Relief

PORTLAND, Ore.--(BUSINESS WIRE)-- The Columbia Sportswear Company (Nasdaq:COLM) family of brands (Columbia®, Mountain Hardwear®, Sorel®, prAna®, Montrail®), today announced plans to support Nepalese earthquake relief efforts with a donation of \$50,000 to several non-profit organizations including Mercy Corps, OXFAM and UNICEF.

"Our hearts and prayers are with the Nepalese people and everyone impacted by this tragedy," said Tim Boyle, Columbia Sportswear Company CEO. "As a member of the global community and a company with strong ties to Nepal, we see it as our responsibility to help the Nepalese people by responding to this crisis."

In addition to the cash donation, the company committed to making product donations to relevant relief providers as soon as the situation on the ground allows. The company also committed to matching all employee donations earmarked for the Nepal relief effort without limit.

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 lifestyle brands Mountain Hardwear®, Sorel®, prAna®, Montrail® and OutDry®. To learn more, please visit the company's websites at www.columbia.com, www.mountainhardwear.com, www.sorel.com, www.pranacom.com, www.montrail.com and www.outdry.com.

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