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Columbia Sportswear Company Announces Realignment of Montrail as a Sub-Brand of Columbia

Alignment Highlights Columbia Sportswear Company's Commitment to the Trail Running Category

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (Nasdaq: COLM), announced today a realignment of the Montrail trail running footwear brand as a sub-brand of its flagship Columbia brand. The move signals an increased commitment to the trail running category.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160202005194/en/>



Example of Columbia Montrail badging to be used on upcoming line trail running apparel, footwear and accessories. (Photo: Business Wire)

Beginning in Spring 2017, Columbia's trail running apparel, footwear and accessories will be badged *Columbia Montrail*, similar to the familiar *Columbia PFG* sub-brand utilized in the brand's Performance Fishing Gear line. This new sub-brand under Columbia will expand its offerings to include full head-to-toe assortments of performance

footwear, apparel and accessories designed specifically for running on the trail.

"Our mission at Columbia Sportswear Company is to connect active people with their passions," said Tim Boyle, Chief Executive Officer. "Combining the Columbia brand's product innovation and creation expertise, and sales and marketing resources with Montrail's heritage and reputation for trail running will deliver on our mission by meeting the demands of the trail running consumer."

The Columbia brand's increased focus on the trail running category follows a multi-year [partnership with the UTMB](#), one the most prestigious, global trail running events.

“We see trail running as a natural fit for Columbia and a significant growth category,” said Joe Boyle, Senior Vice President of Columbia Brand Merchandising and Design. “Trail runners put their gear through some of the most challenging environments imaginable. We look forward to delivering a line of innovative trail running gear that helps runners perform to the best of their abilities.”

Existing Montrail products will be available to consumers through the remainder of 2016 at specialty retail stores and Montrail.com.

The new Columbia Montrail range of performance footwear, apparel and accessories will be available to consumers in Spring 2017. Details will be shared later this year.

About Columbia Sportswear Company

Columbia Sportswear Company has assembled a portfolio of brands that help connect people with their passions, making it a leader in the global lifestyle apparel, footwear, accessories and equipment industry. Founded in 1938 in Portland, Oregon, the company's brands are today sold in approximately 100 countries. In addition to the Columbia® brand, Columbia Sportswear Company also owns the Mountain Hardwear®, Sorel®, prAna® and OutDry® brands. To learn more, please visit the company's websites at www.columbia.com, www.mountainhardwear.com, www.sorel.com, www.pрана.com, and www.outdry.com.

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