

August 12, 2016



Columbia Sportswear Granted Summary Judgment in Omni-Heat® Reflective Patent Lawsuit

Claims relating to alleged infringement of two other patents remain in process

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (NASDAQ:COLM) welcomed an August 10 ruling by the United States District Court for the District of Oregon that Seirus Innovative Accessories infringes one of Columbia's design patents. Columbia alleges that Seirus created its HeatWave products by copying Columbia's patented Omni-Heat® Reflective products, which have earned industry-wide acclaim.

Columbia filed the suit against Seirus in Oregon in January 2015 accusing it of willfully infringing three patents relating to Columbia's revolutionary Omni-Heat® Reflective technology. One of the three Columbia patents covers a particular design of a heat reflective material.

In his decision, Judge Hernandez found that "The overall visual effect of the Columbia and Seirus designs are nearly identical," and that "The striking visual similarity between Seirus's design and Columbia's patented design is likely to confuse an ordinary observer, and therefore, Columbia's motion is granted."

"We're extremely pleased with this victory related to our Omni-Heat® Reflective design patent," said Peter Bragdon, Executive Vice President of Columbia Sportswear Company. "We are proud of the on-going investments that we make in people and research to support Columbia's position as one of the most innovative outdoor brands in the world. Omni-Heat® Reflective is just one of hundreds of patents that we will continue to defend aggressively against infringement."

The remainder of the case, including whether Seirus willfully infringed the other two Omni-Heat® Reflective patents, and the damages owed to Columbia for Seirus's infringement of the Omni-Heat® Reflective design patent, is scheduled to go to trial in April 2017.

Columbia Sportswear is represented by Nika Aldrich, David Axelrod, and Scott Eads of Schwabe, Williamson & Wyatt.

About Columbia Sportswear Company

Columbia Sportswear Company has assembled a portfolio of brands for active lives, making it a leader in the global active 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.prana.com, and www.outdry.com.

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