

July 31, 2023



# Columbia Sportswear Company Hires Tricia L. Shumavon as President, prAna Brand

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (Nasdaq:COLM), a global leader in designing, sourcing, marketing, and distributing outdoor, active and everyday lifestyle apparel, footwear, accessories, and equipment products, today announced that Tricia L. Shumavon will be joining the Company in the position of prAna brand President.

Ms. Shumavon has vast experience in the sportswear industry, most recently with Adidas in Europe where she was the Global Vice President of Women's, Men's, and Kids sportswear apparel. She has deep roots in merchandising and a proven track record for innovating global brands with such companies as Nike, The Gap and L Brands.

"We are excited to have Tricia Shumavon join our team to lead the prAna brand," said Craig Zanon, SVP, Emerging Brands. "Tricia brings a wealth of experience to the job and a consumer-led mindset, which will help propel the prAna brand."

Ms. Shumavon will begin as prAna brand President in September 2023.

## **About Columbia Sportswear Company**

Columbia Sportswear Company has assembled a portfolio of brands for active lives, making it a leader in the global active outdoor lifestyle apparel, footwear, accessories, and equipment industry. Founded in 1938 in Portland, Oregon, the Company's brands are today sold in approximately 90 countries. In addition to the Columbia® brand, Columbia Sportswear Company also owns the Mountain Hardwear®, SOREL® and prAna® brands. To learn more, please visit the Company's websites at [www.columbia.com](http://www.columbia.com), [www.mountainhardwear.com](http://www.mountainhardwear.com), [www.sorel.com](http://www.sorel.com), and [www.prana.com](http://www.prana.com).

## **Forward-Looking Statements**

This document contains forward-looking statements within the meaning of the federal securities laws, including statements regarding the Company's expectations, anticipations or beliefs about the growth of the Columbia brand and the Company. Forward-looking statements often use words such as "will," "anticipate," "estimate," "expect," "should," "may" and other words and terms of similar meaning or reference future dates. The Company's expectations, beliefs and projections are expressed in good faith and are believed to have a reasonable basis; however, each forward-looking statement involves a number of risks and uncertainties, including those set forth in this document, those described in the Company's Annual Report on Form 10-K and Quarterly Reports on Form 10-Q under the heading "Risk Factors," and those that have been or may be described in other reports filed by the Company, including reports on Form 8-K. The Company does not undertake any duty to

update any of the forward-looking statements after the date of this document to conform them to actual results or to reflect changes in events, circumstances or its expectations. New factors emerge from time to time and it is not possible for the Company to predict or assess the effects of all such factors or the extent to which any factor, or combination of factors, may cause results to differ materially from those contained in any forward-looking statement.

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Source: Columbia Sportswear Company