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Columbia Sportswear and the Dallas Cowboys Announce Multi-Year Apparel Partnership

Co-Branded Product Line Available to Customers Starting in Spring 2015

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear (NASDAQ: COLM) and the Dallas Cowboys, a professional American football franchise of the National Football League (NFL), today announced an apparel licensing partnership featuring co-branded sportswear, outerwear and accessories for men, women and youth, with product available to the public starting in late spring 2015.

"This first-of-its-kind partnership between the premier NFL franchise and a global leader in outdoor apparel is a real win for consumers," said Joe Boyle, vice president of apparel merchandising at Columbia. "The Dallas Cowboys are a world class organization with one of the strongest fan bases of any NFL team. This collaboration will allow those fans to wear their favorite outdoor apparel brand while supporting their favorite team."

"We are excited to be joining forces with Columbia, the most innovative name in outdoor apparel," said Jerry Jones Jr., Executive Vice President and Chief Sales and Marketing Officer, the Dallas Cowboys. "Whether tailgating before games or just enjoying the fall weather, I know our fans will appreciate Columbia's proven track record of high-quality, state-of-the-art, clothing and outdoor equipment."

The partnership with the Dallas Cowboys is a natural fit for Columbia. The combination of the Cowboys' rich history of success and Columbia's commitment to innovative product solutions creates a unique opportunity. This partnership provides Dallas Cowboys fans access to quality outdoor performance apparel crafted with innovative technologies and thoughtful design. The line includes Performance Fishing Gear (PFG™) styles, which are extremely popular globally, but especially in Texas.

The Columbia-Dallas agreement extends through early 2018. The Dallas Cowboys will sell co-branded product through wholesale channels including official NFL retail stores. The initial launch of select styles will be available in the spring of 2015, expanding to a more robust assortment of sportswear, outerwear and accessories by fall 2015. Additionally, products will be available through Columbia's U.S. retail and outlet stores and online at www.columbia.com.

This marks the first time Columbia has partnered with an NFL team to offer co-branded product to consumers. The Dallas Cowboys are consistently National Football League's top team in terms of licensed product sales. As the only NFL team with exclusive rights to distribute their own merchandise, the Dallas Cowboys chose Columbia for their trusted product line, innovative technical performance outdoor apparel, and global business

leadership.

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.

About Dallas Cowboys

Headquartered in Irving, Texas, the Dallas Cowboys Football Club is a professional football team participating in the National Football League. Considered one of the most historic franchises in sports, the team has won five Super Bowls, eight NFC crowns and 21 Division titles in 54 years of existence. In 1995, the Cowboys became the first team in NFL history to win three Super Bowls in a four-year span. The Dallas Cowboys play their home games in state-of-the-art AT&T Stadium, located in Arlington, Texas. To learn more please visit the team's website at www.dallascowboys.com.

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