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# **Columbia Sportswear Company Announces Appointment of Russ Hopcus as Senior Vice President of North American Sales**

## ***28-year Industry Veteran Brings Extensive Sales Leadership Experience***

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (Nasdaq:COLM), a leading innovator in the active outdoor apparel, footwear, accessories and equipment industries, announced today the appointment of Russ Hopcus as senior vice president of North American sales, a newly created position that will report directly to president and CEO Tim Boyle, effective July 29, 2013.

In this new role, Hopcus, 54, will develop and execute wholesale sales and distribution strategies for the company's Columbia and SOREL brands in the U.S. and Canada.

Hopcus brings 28 years of global sales and marketing experience in the athletic and outdoor footwear and apparel industries. Since 2010 he has served as vice president of global sales and market development with Keen Footwear, developing and executing brand-enhancing strategies to improve sales and distribution, key account management, sales force automation and go-to-market coordination between sales, marketing, merchandising and operations.

From 2008 to 2010 he served as president of North America at Icebreaker and was a member of the company's global brand leadership team. From 2002 to 2008, Hopcus advanced through senior U.S. sales positions at Adidas USA, culminating as senior vice president of U.S. sales. Between 1991 and 2002 he worked for Nike, Inc., where he held various U.S. and European sales management roles, including global sales director and international general manager for NIKE's ACG outdoor business.

"Russ will be a great addition to Columbia's North American leadership team," said Columbia president and CEO Tim Boyle. "He has spent his career leading sales organizations and developing customer-focused strategies and relationships to drive brand-enhancing growth."

"I am excited to join Columbia Sportswear, with its strong portfolio of outdoor brands and rich history of innovation," said Hopcus.

In a related move, Joe Craig, currently national apparel sales manager for the Columbia brand, has been promoted to vice president of U.S. apparel sales for the Columbia brand, reporting to Hopcus. Craig joined Columbia in 2009, following more than 15 years as principle of a U.S. sales agency that represented the brand.

## **About Columbia Sportswear Company**

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 outdoor brands Mountain Hardwear®, Sorel®, Montrail® and OutDry®. 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), [www.montrail.com](http://www.montrail.com) and [www.outdry.com](http://www.outdry.com).

Columbia Sportswear Company

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