

September 25, 2013



# Columbia Sportswear Company Announces Appointment of Franco Fogliato as Senior Vice President of Europe

## *17-year Industry Executive Brings Extensive European 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 Franco Fogliato as senior vice president of Europe, reporting directly to president and CEO Tim Boyle, effective November 4, 2013.

Fogliato, 44, will be responsible for establishing and executing sales, distribution, and marketing strategies for the company's Columbia Sportswear®, Mountain Hardwear®, and SOREL® brands, sold through more than 5,000 wholesale customers across Europe.

Mr. Fogliato brings 17 years of European sales and marketing experience in the action sports and outdoor footwear and apparel industries. Since 2004 he has served as general manager of Europe for the Billabong Group (BBG.AX) and as a member of company's executive board. In that role, he led profitable regional strategies behind the company's portfolio of 8 brands which drove growth and market share gains. From 1997 through 2003, Fogliato held various European leadership roles with The North Face® brand, culminating as general manager of Western Europe.

"Our selection of a person with Franco's extensive European leadership experience reflects our strong commitment to Europe as a critical region for the company's long-term success," said Columbia president and CEO Tim Boyle. "He understands the European consumer and has strong relationships with our valued wholesale customers throughout the region. We look forward to his contributions as we seek to drive consumer demand in key European markets and improve our regional profitability."

"I am excited to join the Columbia Sportswear team," said Fogliato. "European consumers are increasingly seeking outstanding performance at great value – two things for which the Columbia, Mountain Hardwear, and SOREL brands are well-known and which provide a great foundation to pursue growth across the region."

In a related move, Doug Morse, who has served as interim general manager of the company's Europe-direct business since February 2013, will work with Franco through the end of this year to ensure a smooth transition, and then relocate to the company's Portland, Oregon headquarters in January 2014 to assume the newly created role of chief business development and strategic planning officer, reporting to senior vice president of finance and chief financial officer Tom Cusick.

## **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).

## **Forward-Looking Statements**

This document contains forward-looking statements within the meaning of the federal securities laws, including statements regarding anticipated growth, regional strategies and profitability. Actual results could differ materially from those projected in these and other forward-looking statements. 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 described in the company's Annual Report on Form 10-K for the year ended December 31, 2012 under the heading "Risk Factors," and other risks and uncertainties that have been or may be described from time to time in other reports filed by the company, including reports on Form 8-K, Form 10-Q and Form 10-K. The company cautions that forward-looking statements are inherently less reliable than historical information. 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 all such factors, nor can it assess the impact of each such factor 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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