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Columbia Sportswear and RC Pet Products Announce Licensing Agreement

To Deliver Columbia Branded Performance Pet Products for the Outdoor Market

PORTLAND, Ore., Oct. 1, 2007 (PRIME NEWSWIRE) -- Columbia Sportswear Company (Nasdaq:COLM), a global leader in the active outdoor apparel and footwear industries, today announced a licensing agreement with RC Pet Products to design, manufacture and market a new line of Columbia Sportswear-branded pet products aimed at outdoor consumers.

The new product line is a first for Columbia Sportswear and will expand its collection of industry-leading outdoor gear. The collection features premium coats and accessories for dogs, as well as a neoprene vest for hunting dogs. Features of the inaugural line include technical outdoor fabrics with durable construction and reflective piping for increased safety.

The agreement provides RC Pet Products with access to a larger potential customer base, and continues Columbia Sportswear's expansion into quality licensed products including sunglasses, wristwatches and bicycles that complement an active, recreational lifestyle.

"We aim to provide superior, high quality products to support the outdoor lifestyle of our active consumers and, for many, pets are a big part of the outdoor experience," said Mark Sandquist, Vice President of Global Apparel and Equipment at Columbia Sportswear Company. "We turned to RC Pet Products because they have an excellent reputation for customer service as well as extensive experience with both pet products and the outdoor market."

"RC Pet Products is excited to partner with Columbia Sportswear, one of the world's most recognized outdoor brands," said Rory Carr, president of RC Pet Products. "We are committed to developing a line that will mirror Columbia's quality and performance while allowing outdoor enthusiasts to enjoy the company of their pets on their adventures."

All Columbia Sportswear pet products are designed for dogs that are active with their outdoor enthusiast owners. The new products will be available during the third quarter 2008 and will debut with suggested retail prices ranging from US\$49.99 to \$104.99 for coats and \$12.99 to \$21.99 for accessories, providing great performance and value options for consumers.

About RC Pet Products

RC Pet Products has been providing quality, innovative products to the Pet trade since 1995 under the RC Pets, Canine Equipment, and Canine Friendly brand names. Based in Vancouver, B.C., Canada, the privately owned company employs over 60 pet-loving office, warehouse, and production staff. To learn more about RC Pet Products, please visit the

company's website at www.rcpets.com

About Columbia Sportswear Company

Founded in 1938 in Portland, Oregon, Columbia Sportswear Company is a global leader in the design, sourcing, marketing, and distribution of active outdoor apparel and footwear. As one of the largest outerwear brands in the world and a leading seller of skiwear in the United States, the Company has developed an international reputation for quality, performance, functionality, and value. The Company manages a portfolio of outdoor brands including Columbia Sportswear, Montrail, Mountain Hardwear, Pacific Trail, and Sorel. To learn more about the Company, please visit the website at www.columbia.com

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