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Columbia Sportswear Company Appoints Christian Finell to General Manager Europe

Position Will Manage All Aspects of European Business as Part of a Global Go-to-Market Strategy

PORTLAND, Ore., Nov. 14, 2007 (PRIME NEWSWIRE) -- Columbia Sportswear Company (Nasdaq:COLM), a global leader in the active outdoor apparel and footwear industries, today announced that Christian Finell has been appointed General Manager Europe. His anticipated start date is December 1, 2007, reporting to Mick McCormick, Vice President of Sales.

As General Manager Europe, Finell will be responsible for managing all aspects of sales, marketing and operations of the Company in Europe. He joins Columbia following a seventeen year career with Salomon SA, most recently serving as Head of Salomon EMEA (Europe, Middle-East, and Africa). Finell also held other leadership positions at Salomon, including Retail Manager Europe and Head of Salomon Nordic AB. He is a native of Finland and is multi-lingual. Finell will be based in Columbia's European headquarters located in Geneva, Switzerland.

"We are pleased to welcome Christian Finell to Columbia Sportswear. Finell's strategic European management skills will play an important role in executing our global go-to-market initiatives and strengthening our position in the European outdoor market," said Tim Boyle, President and CEO.

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 manufacturers 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 Columbia, please visit the Company's website at <http://www.columbia.com/>

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