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Columbia Sportswear Opens Performance Fishing Gear™ Concept Store at the Falls in Miami

Columbia's new PFG store features apparel, high-tech fishing gear and lifestyle products for outdoor and fishing enthusiasts

MIAMI--(BUSINESS WIRE)-- Global outdoor leader Columbia Sportswear Company (NASDAQ: COLM) has opened its newest Performance Fishing Gear™ (PFG) concept store in Miami's The Falls.

The Columbia PFG concept store is modeled after the adventurous atmosphere and lifestyle that Columbia PFG customers embrace on a daily basis. The new 5,654 square-foot Miami location will feature the latest and greatest from the popular collection, an interactive knot-tying station and digital design elements.

"Miami is the perfect landscape for Columbia's core PFG customer," said Shawn Cox, Columbia's Sr. Vice President of Retail. "The region is both a home and a destination for serious anglers and individuals who simply enjoy the sophistication and style of the Columbia PFG product line. We look forward to celebrating our Grand Opening with South Florida customers who are enthusiastic about high-quality outdoor and fishing gear and who embrace the adventure of the Columbia PFG-inspired life."

Every Columbia PFG product is thoughtfully designed with fabrics, construction and industry-leading technologies for enjoying long days on the water or under the sun. Columbia has brought this same focus on innovation to its expansive PFG footwear line featuring razor-siped outsoles and ventilated draining midsoles. In addition to apparel and footwear, the store also offers a full line of innovative accessories that distinctively reflect the Columbia PFG lifestyle.

Enter to Win Fishing Boat, Trip and More to Celebrate Columbia PFG Grand Opening

To celebrate the grand opening, Columbia will be giving away a Mako 18 LTS fishing boat to one lucky winner on September 3, 2015. A one-month entry period features the 18-foot-long boat parked outside the store for consumers to snap photos and post online for their chance to win using the hashtags #ColumbiaPFGSweepstakes and #ShopTheFalls. Additional details below and in store.

Consumers can also enter to win a fishing getaway with two nights' accommodation at Resorts World Bimini, or a fishing lesson from the world famous saltwater angler, [George Poveromo](#). Poveromo serves as a Columbia PFG spokesperson and hosts George Poveromo's World of Saltwater Fishing on NBC Sports. He also serves as the editor-at-large for Salt Water Sportsman magazine and authors its most-read column, Tactics & Tackle.

Poveromo will visit the store on Thursday, September 3rd from 4 – 8 p.m. to announce the winners and meet customers. He'll be available to answer questions, provide fishing tips and tricks and sign autographs.

In addition, Columbia will contribute 10% of the sale price (excl. taxes & returns within 30 days) from purchases made between July 31 and August 2, 2015, at the Columbia PFG Store at The Falls to Shake-A-Leg Miami *to support getting people of all abilities out on the water*. Columbia will donate a minimum of \$500 and a maximum of \$5,000 to Shake-A-Leg Miami.

The store is open to the public Monday-Saturday from 10 a.m. until 9 p.m., and Noon until 7 p.m. Sunday.

This will be the third Columbia PFG store the company has opened nationally in the past year. Other locations include Alpharetta, Ga., and Southlake, Texas. For more on the new Columbia PFG stores, follow Columbia on Facebook, Instagram or Twitter. For customers unable to view the store in person, the full Fall and Winter 2015 collection is available online at columbia.com.

Additional details regarding the sweepstakes:

Enter to win by visiting the new Columbia PFG store at The Falls (8888 SW 136th St.). NO PURCHASE NECESSARY. Open to legal residents of Florida in the U.S. age 18 or older and the age of majority at the time of entry. Odds of winning depend on number of eligible entries received. Potential winners subject to verification by Sponsor. Begins 10:00 AM ET 08/01/2015, and ends 9:00 PM ET 08/31/2015. For complete Official Rules, visit <http://bit.ly/1f8uRpl>. Sponsored by Columbia Sportswear USA Corporation, 14375 NW Science Park Drive, Portland, OR 97229, USA.

About Columbia Sportswear

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 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.

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