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Columbia Sportswear Company Announces Winner of North American Winter Talent Search

TITANIUM CHALLENGE Winner Will Test Alaskan Slopes with X-Games Medalists Reggie and Zach Crist

PORTLAND, Ore., March 1, 2007 (PRIME NEWSWIRE) -- Columbia Sportswear Company (Nasdaq:COLM), a global leader in the active outdoor apparel and footwear industries, announced today that Ash Christensen, resident of Mill Creek, Utah, is the winner of the TITANIUM CHALLENGE. Contestants of the TITANIUM CHALLENGE submitted videos of themselves in action on the snow for the chance to win a once-in-a-lifetime heli-ski trip in Alaska.

As winner of the TITANIUM CHALLENGE, Christensen will receive a seven-day, all-expenses-paid trip to Cordova, Alaska, with Warren Miller Entertainment film stars and X-Games Medalists, Reggie and Zach Crist. In Alaska, he will heli-ski as a special guest of Columbia Sportswear and Points North Heli Adventures in the Chugach Mountains.

"This challenge was about identifying an athlete who has the talent to be the best and is tough enough to finish this challenge," said Reggie Crist. "Ash's impressive video entry demonstrated his ability to handle the extreme mountains in Alaska."

In addition to the adventure trip, Columbia Sportswear will equip Ash with a year-round Titanium apparel and footwear package. Columbia Sportswear created the Titanium line to be its ultimate technical gear, ideal for optimum performance in the harsh demands and tough conditions of Alaska's Chugach Mountains.

"We've been a part of the Columbia family for seven years, so we know Ash will love the new gear," said Zach Crist. "Heli-skiing is a huge thrill. We look forward to sharing the adventure and hitting the slopes with Ash in April."

"Riding in Alaska with the Crist brothers will be a dream come true," said Ash Christensen, Mill Creek, Utah. "I've always wanted to ride Alaskan terrain, and to be going with such amazing and experienced athletes is a huge opportunity. I'm excited that I'll be wearing high performance Titanium outerwear too."

Ash Christensen, 31 years old, was chosen based on skill, originality and the desire to become the best. His video demonstrated extreme snow boarding for 3,000 vertical feet while on the southeast face of Mt. Superior with a friend.

"After making a few turns I decided to pull out and hike back up the ridge to do the line with the cliff. When we finished, we agreed that it was the best run that we have ever had

together. Superior for sure!" said Ash.

"Columbia Sportswear knows athletes and consumers need high quality, reliable gear in order to perform to the best of their ability and we leverage the input from our wear-test athletes to create highly technical and stylish products," said Michael DeCesaro, Columbia Sportswear's promotions manager. "We're proud to offer our winner the ultimate winter adventure and apparel that will allow him to continue testing his performance on the mountain."

Stay tuned in to Ash Christensen's adventures and see all the video entries at www.columbia.com/titaniumchallenge.

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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