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Columbia Sportswear and Kruger Optical Announce Licensing Agreement

To Deliver Columbia Branded Performance Sports Optics for the Outdoor Market

PORTLAND, Ore., July 31, 2007 (PRIME NEWSWIRE) -- Columbia Sportswear Company (Nasdaq:COLM) today announced a licensing agreement with Kruger Optical LLC to design, manufacture and market a new line of Columbia Sportswear-branded sports optics products aimed at avid 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 binoculars and spotting scopes for hikers, bird watchers, hunters and other outdoor enthusiasts, as well as U.S.-engineered high-performance riflescopes.

The agreement provides Kruger 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.

"This sports optics licensing agreement with Kruger Optical is a natural extension of Columbia Sportswear's hunting and fishing line," said Tom Miller, director of licensing at Columbia Sportswear. "We strive to provide superior products for the active outdoor person and the new binoculars and riflescopes continue our proud tradition of performance, durability, and value."

Gary Williams, vice president of marketing and sales for Kruger Optical, said his company is looking forward to supplying premium optics products to Columbia Sportswear's customers.

"Kruger Optical is both pleased and honored to enter into this association with a global brand such as Columbia that is synonymous with the outdoors," Williams said. "The new line of sports optics will fit very well with the Columbia Sportswear reputation for quality and performance while providing great value for the user."

All Columbia Sportswear sports optics products are waterproof, fog proof, accurate, durable and designed for excellent light transmission. The new products will be available first quarter 2008 and will debut with suggested retail prices ranging from USD 159.95 to 324.95, providing several performance and value options for consumers.

New products include the Backcountry binocular and spotting scope line, combining elegant styling, rugged design and excellent optical performance for ardent outdoor enthusiasts. The Malheur binocular and spotting scopes are designed with the birding community in mind, providing superior image quality for identifying fine detail. The Companion, a compact binocular that is great for sporting events and outdoor activities, delivers big performance in

a small package.

The Bonehead binocular, marked with Columbia Sportswear's Performance Fishing Gear (PFG) stamp of approval, was designed especially for boaters and anglers. The Bonehead line features large objectives and long eye relief for easier use in unsteady conditions, as well as the high-performance optics found in all Columbia Sportswear optics products.

The sleek Timberline binocular line is designed for hunters but excellent for anyone looking for a durable, all-weather binocular. Finally, the Performance Hunting Gear (PHG) Timberline riflescope line is U.S. engineered for performance and toughness.

About Kruger Optical, LLC

Kruger Optical, LLC, is a full-service provider of quality sports optics. Headquartered in Sisters, Oregon, and Walnut, California, the company has been providing binoculars, riflescopes, spotting scopes and other optics products, as well as optical engineering services for nearly a decade. With a combined nearly 150 years of experience in optical product development and marketing, Kruger Optical's talented and dedicated staff is committed to developing innovative, high performance products for the discerning customer.

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 the 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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