

October 15, 2007



Columbia Sportswear Company Announces Drastosa SA as Exclusive Distributor in Brazil

Complete Line of Columbia Products Now Distributed to a Broader Range of Retailers Throughout Brazil

PORTLAND, Ore., Oct. 15, 2007 (PRIME NEWSWIRE) -- Columbia Sportswear Company (Nasdaq:COLM), a global leader in the active outdoor apparel and footwear industries, announced today that the company has signed an agreement with Drastosa SA to be its exclusive distributor of Columbia Sportswear products in Brazil.

The agreement expands distribution of Columbia Sportswear products in Brazil, reaching a wider range of retailers and, for the first time, delivering the complete line of Columbia branded products to Brazilian consumers. Beginning this month, Drastosa SA is distributing Columbia apparel, footwear and accessories to outdoor specialty, sporting goods and lifestyle retailers throughout Brazil. Drastosa SA will also work with key retail customers to launch new Columbia Sportswear concept shops, which are branded sections and fixtures within larger retail stores.

"Brazil is a significant market for the Columbia Sportswear business, and we're pleased to work with Drastosa SA to build on our success in such a growing and dynamic region," said Bill Tung, vice president of international business at Columbia Sportswear Company. "Drastosa SA has nearly 30 years' experience in apparel distribution of major international brands in Brazil and we're pleased to work with them to continue our own growth in the region."

"We believe in the strength of the Columbia Sportswear brand and we're excited about the opportunity to offer their high quality products to consumers for weather protection and year-long comfort during outdoor activities," said Ronald Radomysler, commercial director at Drastosa SA. "The Columbia brand is already gaining momentum across key retail accounts. We look forward to continue growing the business throughout Brazil."

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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