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Columbia Sportswear Company Names Tim Bartels to VP of Global Footwear Sales and Promotes Mitch Fields to VP of Global Apparel Sales

Newly Created Positions to Elevate the Execution of Columbia's Footwear and Apparel Sales Globally

PORTLAND, Ore., June 26, 2008 (PRIME NEWSWIRE) -- Columbia Sportswear Company (Nasdaq:COLM), a global leader in the active outdoor apparel and footwear industries, today announced the appointment of Tim Bartels to vice president of global footwear sales and the promotion of Mitch Fields to vice president of global apparel sales.

Bartels, who most recently served as vice president of global sales for Keen, will be responsible for global footwear sales for the Columbia, Sorel and Montrail brands. He has more than 25 years of sales and industry experience, including sales leadership positions with Keen, Nike and DC Shoes, which was acquired by Quiksilver. Bartels will report to Mick McCormick, vice president of global sales.

"I am very excited to join the Columbia organization and their experienced leadership team, and I look forward to working with the team on implementing global selling strategies and developing specific footwear channel plans across the Columbia portfolio of brands," said Bartels. "The footwear category is a tremendous long-term opportunity for the company."

Fields, who joined Columbia Sportswear in 2006 as national sales manager of men's apparel, will now oversee global sales for men's, women's and youth apparel. Fields has focused his career on active apparel, footwear, and sports-related sales, including 17 years at Nike in multiple sales leadership roles. Prior to joining Columbia Sportswear, he led sales efforts for Callaway Golf Footwear. In his new role, Fields will also report to Mick McCormick, vice president of global sales.

"I'm pleased to have the opportunity to expand upon the great work we've been doing domestically to grow our brand awareness and consumer loyalty and build upon this experience globally," said Fields. He continued, "I look forward to working with the international sales teams to make Columbia Sportswear the favorite brand for outdoor enthusiasts around the world."

"We are very pleased to welcome Tim Bartels to Columbia Sportswear and to recognize the contributions Mitch Fields has made to the company with this promotion," said Tim Boyle, President and CEO. "These two executives will play a key role in driving multi-brand sales of our industry leading outdoor apparel and footwear products."

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/>.

CONTACT: Columbia Sportswear Company
Columbia Sportswear PR
John Fread
(503) 985-4287
jfread@columbia.com
Leslie Constans
(503) 985-4183
lconstans@columbia.com