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Columbia Sportswear Company Announces Plan to Build Branded Retail Store on Chicago's Prestigious Michigan Avenue

Company Expects Store to Open in Spring 2009

PORTLAND, Ore., July 15, 2008 (PRIME NEWSWIRE) -- Columbia Sportswear Company (Nasdaq:COLM), a global leader in the active outdoor apparel and footwear industries, announced today it has signed a lease with Grosvenor for a new Columbia branded store at 830 N. Michigan Avenue in Chicago.

Columbia's plan to open a store in Chicago is part of the company's strategy to elevate the retail presentation of its complementary outdoor brands and drive consumer demand for its broad assortment of performance outdoor apparel, footwear, accessories and equipment. The company previously unveiled plans to enter the Seattle retail market later this year and plans to build a network of Columbia-branded stores in key metropolitan markets over the next several years.

"We're very excited about the prospect of locating a Columbia store on Chicago's Michigan Avenue. The "Magnificent Mile" is one of the most famous shopping streets in the U.S. and features many of the most powerful brands in the world," said Tim Boyle, president and chief executive officer, Columbia Sportswear Company. "Chicago is a perfect city for Columbia to showcase its broad assortment of outdoor products, which offer residents and visitors protection from the full range of Mother Nature's harshest elements - sun, rain, snow, ice and, of course, wind. We look forward to opening our new store on Michigan Avenue next year and becoming a part of the vibrant Chicago community."

"We are thrilled to have Columbia Sportswear lease space in our prestigious retail building in the heart of Chicago's Magnificent Mile," said Tom Ohlson, Senior Vice President, Grosvenor. "With a highly visible location just across the street from Chicago's famed Water Tower Place, Columbia is sure to draw large crowds of tourists and locals alike to its newest branded store."

Columbia Sportswear's Chicago store is slated to open in late-spring of 2009. Columbia branded stores will feature Columbia apparel, footwear, accessories and equipment, along with its Sorel(r) brand winter footwear.

The company currently operates one Columbia store and an adjacent Mountain Hardware store in Portland, Oregon. The company's planned network of branded stores will enable consumers to experience Columbia's innovative outdoor products merchandised under one roof in greater breadth and depth than is possible at any of the company's wholesale

customers' stores.

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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