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# **Columbia Sportswear Company's Retail Expansion Takes Off With New Store Opening at Portland International Airport**

## **Company Welcomes Travelers to Columbia's Greater Outdoors at Its New Store in the PDX Oregon Market Near the Entry to Concourses A, B and C**

PORTLAND, OR -- (MARKET WIRE) -- 11/11/08 -- Columbia Sportswear Company (NASDAQ: COLM), a global leader in the active outdoor apparel and footwear industries, announced today the opening of a new Columbia-branded retail store at Portland International Airport on Friday, Nov. 14, 2008. Now, the estimated 14.6 million travelers who visit the airport each year have the opportunity to purchase and experience the Columbia Sportswear and Sorel footwear brands on their way to Oregon's spectacular outdoor attractions and activities.

"As an Oregon-based company with deep roots in the community, we are delighted to showcase our innovative outdoor products to the millions of people who visit our great state as well as to those who call Oregon home," said Tim Boyle, president and chief executive officer, Columbia Sportswear Company. "Whether people love to ski, fish, hunt, bicycle, hike, golf or simply enjoy the beauty of the Pacific Northwest, Columbia Sportswear has the apparel, footwear and equipment to help them enjoy their activities longer and more comfortably, rain or shine."

"We welcome Columbia Sportswear's new store at PDX, which will be a big hit with locals and visitors who love to experience the vast array of outdoor activities that Oregon and Southwest Washington have to offer," said Mary Maxwell, Port of Portland aviation director. "Columbia Sportswear is a great fit with PDX shops and restaurants, which feature quality Pacific Northwest products, foods and beverages."

The company currently operates one Columbia flagship store and an adjacent Mountain Hardware store in Portland, Oregon, and plans to open additional branded stores in Minneapolis and Seattle later this month and next year in Chicago. At its new PDX store, Columbia Sportswear will launch an interactive store window, extending the shopping experience and allowing travelers to explore the products and technologies of Columbia's Greater Outdoors at the touch of a finger.

The company will celebrate the opening of its new airport store with a charitable donation to the Conservation Alliance and Oregon Wild, two groups that share Columbia's passion for the Greater Outdoors, and an appearance at Friday's store opening by professional dog-sled racer and Columbia Pioneer Rachael Scdoris.

Columbia Sportswear's airport store will be open daily from 6 a.m. to 9 p.m.

#### 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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