

December 1, 2008



Columbia Sportswear Company Names Kirk Richardson General Manager of Footwear

PORTLAND, OR -- (MARKET WIRE) -- 12/01/08 -- Columbia Sportswear Company (NASDAQ: COLM), a global leader in the active outdoor apparel and footwear industries, today announced the appointment of Kirk Richardson as General Manager of Footwear, effective December 1, 2008.

Since March of 2006, Richardson has served as President of Keen Footwear, following a 27 year career with Nike where he held various footwear and apparel leadership positions. Throughout his 30 year career, he has earned a reputation for driving product vision and business performance.

"We are very excited to welcome Kirk Richardson to Columbia Sportswear. Richardson's proven strategic skills will play an important role in driving product innovation and attacking global market opportunities across our three footwear brands, Columbia, Sorel and Montrail," said Mark Nenow, Vice President, Global Footwear.

"Columbia has a portfolio of strong brands with tons of potential and a rich heritage of designing great products for outdoor enthusiasts. I am excited to be joining forces with so many talented, experienced members of the Columbia Footwear team who are committed to creating even more innovative footwear products," said Kirk Richardson. "One of my goals will be to ensure we actively listen to the hopes and dreams of core active consumers and use their insights and aspirations to inspire products with purpose and utility engineered into them."

Richardson will report to Mark Nenow, Vice President of Footwear.

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 Hardware, Pacific Trail, and Sorel. To learn more about Columbia, please visit the company's website at <http://www.columbia.com/>.

Contact:

John Fread
Columbia Sportswear PR
(503) 985.4287
[Email Contact](#)

Leslie Constans
Columbia Sportswear PR
(503) 985.4183
[Email Contact](#)

Ron Parham
Columbia Sportswear Investor Relations
and Corporate Communications
(503) 985.4584
[Email Contact](#)