

April 1, 2010



Columbia's Ravenous Trail Running Shoe Awarded "Editors' Choice Best Debut" Award by Trail Runner Magazine

PORTLAND, OR -- (MARKET WIRE) -- 04/01/10 -- Columbia Sportswear Company (NASDAQ: COLM), a leading innovator in the global outdoor apparel and footwear industries, today announced that its Ravenous trail running shoe has received the "Editors' Choice Best Debut" Award from Trail Runner magazine.

Trail Runner magazine lauded the Ravenous' successful combination of support and performance. "With this debut, Columbia makes a huge splash in the trail-running market. For its light weight, the Ravenous offers excellent arch support, pronation control and cushioning."

The Ravenous features a unique, 3D Techlite heel capture system combining the cushioning of Techlite -- a proprietary Columbia technology offering superior lightweight support -- with a transparent external heel counter. By inverting traditional heel construction, the new Ravenous reduces heel motion and offers a more accommodating, nearly custom, fit.

With its technologically advanced construction, superior fit and nimble feel, The Ravenous had already turned heads throughout the industry, winning an Outdoor Industry Award from International Forum Design in July, 2009. The innovative shoe is also featured in the 2010 Shoe Review in the April edition of Runner's World Magazine. According to Runner's World, "The new Ravenous packs a lot of pillowy cushioning into a lightweight package, making it ideal for pounding the pavement or a level cinder trail... the support cup cradles the heel on uneven terrain and keeps the foot from slipping around in the shoe."

Key Points:

- The Ravenous trail running shoe received Trail Runner magazine's "Editors' Choice Best Debut" award and will be featured in the May edition, available on newsstands on April 1. The Ravenous is also featured in Runner's World's April edition and won an Outdoor Industry Award from International Forum Design.
- The Ravenous' innovative 3D Techlite heel capture system is created to hug the heel with a custom fit and minimize heel motion for exceptional comfort and control on the trail.
- A Techlite molded midsole provides cushioning and support in a lightweight package.
- The advanced traction sole features Omni-Grip lugs for exceptional traction and durability on trail surfaces.

Social Media Sites:

YouTube Channel: <https://www.youtube.com/user/ColumbiaSportswear>

Twitter: <https://twitter.com/ColumbiaPR>

Facebook: <https://www.facebook.com/ColumbiaSportswear>

Multimedia:

YouTube Video of Ravenous: <https://www.youtube.com/watch?v=nQiXW6HMLw8>

About Columbia Sportswear Company

Columbia Sportswear Company is a global leader in the design, sourcing, marketing and distribution of active outdoor apparel, footwear, accessories and equipment. Founded in 1938 in Portland, Oregon, Columbia products are sold in more than 100 countries and have earned an international reputation for innovation, quality and performance. Columbia products feature innovative technologies and designs that protect outdoor enthusiasts from the elements, increase comfort, and make outdoor activities more enjoyable. In addition to the Columbia brand, Columbia Sportswear Company also owns outdoor brands Mountain Hardwear®, Sorel®, Montrail®, and Pacific Trail®. To learn more, please visit the company's websites at www.columbia.com , www.mountainhardwear.com, www.sorel.com, and www.montrail.com.

About Trail Runner

Trail Runner magazine is the voice of the sport, featuring inspirational photography and in-depth editorial coverage of the races, destinations, people, events, news and equipment that define the sport. Trail Runner informs, entertains and inspires readers of all ages and abilities to enjoy the outdoors and improve their health and fitness through the sports of trail running, adventure racing and snowshoeing.

Celebrating its 10-year anniversary in 2010, Trail Runner magazine has a long tradition of bestowing Editors' Choice Awards on outstanding products. We take pride in testing the latest gear for running trails, and our experienced staff and testers cover uncoun- ted trail miles to determine the finest offerings, from shoes to hydration systems to apparel.

www.trailrunnermag.com

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