

July 29, 2010



# **Columbia Sportswear to Host Investor Presentation at 2010 Outdoor Retailer Summer Market Tradeshow Salt Lake City, Utah, Wednesday, August 4, 2010**

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (Nasdaq: COLM), a leading innovator in the active outdoor apparel, footwear, accessories and equipment markets, will host a presentation for analysts and investors at the 2010 Outdoor Retailer Summer Market tradeshow in which members of senior management will discuss the company's innovation and brand strategies.

When: August 4, 2010, 10:00 AM MT (12:00 AM ET)

Where: Room 252-A

Salt Palace Convention Center

Salt Lake City, Utah

Webcast: The presentation will be webcast and accessible through the Investor Relations section of the company's website:

<http://investor.columbia.com/events.cfm>

The webcast will be archived and available for replay until October 21, 2010.

## **About Columbia Sportswear Company**

Columbia Sportswear Company is a leading innovator in the active outdoor apparel, footwear, accessories and equipment markets. 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 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(R), Sorel(R), Montrail(R), and Pacific Trail(R). To learn more, please visit the company's websites at [www.columbia.com](http://www.columbia.com), [www.mountainhardwear.com](http://www.mountainhardwear.com), [www.sorel.com](http://www.sorel.com), and [www.montrail.com](http://www.montrail.com).

Source: Columbia Sportswear Company