

October 14, 2010



Columbia Sportswear Co. to Announce 3rd Qtr Financial Results on October 21, 2010

PORTLAND, Ore., Oct. 14, 2010 (GLOBE NEWSWIRE) -- Columbia Sportswear Company (Nasdaq:COLM) will host a telephone conference call at 5:00p.m. EDT on October 21st 2010 to review the company's third quarter financial results, scheduled to be released that day at the close of regular market trading hours.

To participate, please dial 1-866-551-3680 and enter conference ID: 3256173#. The call will also be webcast live on the Investor Relations section of the Company's website at <http://investor.columbia.com> where it will remain available until January 27, 2011.

At approximately 4:15 p.m. EDT, a commentary by Tom Cusick, Senior Vice President, Chief Financial Officer and Treasurer, reviewing the company's third quarter 2010 financial results and 2010 financial outlook will be filed with the SEC on Form 8-K and published to the company's website at <http://investor.columbia.com/results.cfm>. Analysts and investors are encouraged to review this commentary prior to participating in the conference call at 5:00p.m. EDT.

Columbia Sportswear Company is a leading innovator in the global 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 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(R), Sorel(R), Montrail(R), and Pacific Trail(R). To learn more, please visit the company's websites at www.columbia.com, www.mountainhardwear.com, www.sorel.com, and www.montrail.com.

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