

April 5, 2011



# Columbia Sportswear Company Announces Annual Meeting of Shareholders

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (NASDAQ:COLM) announced today that it will hold its annual meeting of shareholders at 3:00 p.m. Pacific Time on Friday, May 27, 2011, at its headquarters located at 14375 NW Science Park Drive, Portland, Oregon 97229. Shareholders who held Columbia Sportswear Company stock as of the close of business on March 23, 2011 and those who hold a valid proxy for the annual meeting are entitled to attend in person. Shareholders who hold stock through a broker, bank, trust, or other holder of record and who wish to attend the annual meeting should arrive with proof of beneficial ownership as of the record date, such as their most recent account statement prior to March 23, 2011, a copy of the voting instruction card provided by their broker, bank, trust, or other holder of record, or similar evidence of ownership.

Additional information, including details of the business to be conducted at the annual meeting, is included in the Company's Notice of Annual Meeting and Proxy Statement, which has been filed with the Securities and Exchange Commission. The proxy statement, along with the Columbia Sportswear Company 2010 Annual Report to Shareholders, may be accessed through the investor relations section of the Company's website at <http://investor.columbia.com/financials.cfm>.

Shareholders may request printed copies of these materials, free of charge, by sending written requests to Columbia Sportswear Company, Attn: Peter J. Bragdon, Senior Vice President, General Counsel and Secretary, 14375 NW Science Park Drive, Portland, Oregon 97229, or by following the instructions on the Notice of Internet Availability of Proxy Materials which has been filed with the Securities and Exchange Commission separately from the proxy statement.

## About Columbia Sportswear Company:

Columbia Sportswear Company is a leading innovator in the global 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(R) brand, Columbia Sportswear Company also owns outdoor brands Mountain Hardwear(R), Sorel(R), and Montrail(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).