

April 21, 2011



Columbia Sportswear Company to Announce First Quarter Financial Results on Thursday, April 28, 2011

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (Nasdaq:COLM) plans to release financial results of its first quarter at the close of regular market trading hours on Thursday, April 28, 2011.

At approximately 4:15 p.m. ET, a commentary by Tom Cusick, Senior Vice President, Chief Financial Officer and Treasurer, reviewing the company's first quarter 2011 financial results, Fall 2011 order backlog and full year 2011 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 a conference call to be hosted by senior management at 5:00 p.m. ET.

To listen to the conference call, please dial 877-407-9205. 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 April 26, 2012.

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), and Montrail(R). To learn more, please visit the company's websites at www.columbia.com, www.mountainhardwear.com, www.sorel.com, and www.montrail.com.

Source: Columbia Sportswear Company