

January 31, 2012



# **Outdoor Industry Veteran, Adrienne Moser Takes Apparel Helm at Columbia; Named Vice President of Global Apparel Merchandising & Design**

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (NASDAQ:COLM), a global leader in active outdoor apparel, footwear and accessories, today announced the appointment of Adrienne Moser as vice president of global apparel merchandising and design for the Columbia brand, succeeding Sue Parham who has left the company to pursue other interests.

Moser brings more than 20 years of senior experience in apparel merchandising with several global brands. Most recently, she served as the general manager of apparel merchandising at Columbia, where she oversaw apparel assortment, line direction, pricing and regionalization.

Prior to joining Columbia, Moser spent 14 years at Patagonia, Inc., in Ventura, California, rising to general merchandise manager with responsibility for all product lines developed for sales channels and global geographies. She also was a founding member of Nau, Inc., in Portland, Oregon, where she served as chief operating officer and general manager from 2005 to 2008, building teams and implementing integrated operational processes across the entire organization.

"We are extremely pleased to announce Adrienne's promotion to this key role," said Mick McCormick, executive vice president, to whom Moser will report. "Adrienne is a proven leader and a world-class merchandiser. Her depth and breadth of experience across the outdoor industry will be instrumental as we strive to provide our customers with the most innovative apparel technology and design available."

"I've enjoyed being a part of the elevation of the Columbia brand over the last several years," said Moser. "I consider it a privilege to help lead the brand's merchandising and design efforts and look forward to all the opportunities that lie ahead."

## **About Columbia**

Columbia, the flagship brand of Portland, Oregon-based Columbia Sportswear Company, has been creating innovative apparel, footwear, accessories and equipment for outdoor enthusiasts since 1938. Columbia has become a leading global brand by channeling the company's passion for the outdoors, and an innovative spirit of "trying stuff", into technologies and performance products that keep people warm, dry, cool and protected year-round. To learn more, please visit the company's website at [www.columbia.com](http://www.columbia.com).

## **About Columbia Sportswear Company**

Columbia Sportswear Company (NASDAQ:COLM) is a global leader in branded outdoor apparel, footwear, accessories and equipment. Columbia Sportswear Company products are sold in more than 100 countries under the Columbia®, Mountain Hardwear®, Sorel®, and Montrail® brand names, which have earned an international reputation for innovation, quality and performance. 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).

Media:

Columbia Sportswear PR  
Scott Trepanier, 503-985-4183  
[strepanier@columbia.com](mailto:strepanier@columbia.com)

or

Investors:

Columbia Sportswear Investor Relations & Corporate Communications  
Ron Parham, 503-985-4584  
[rparham@columbia.com](mailto:rparham@columbia.com)

Source: Columbia Sportswear Company