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Columbia Sportswear Company Announces Appointment of Shawn Cox as Senior Vice President of Retail

24-year Branded Retail Industry Veteran Brings Rich Global Experience

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (Nasdaq:COLM), a leading innovator in the active outdoor apparel, footwear, accessories and equipment industries, announced today the appointment of Shawn Cox as senior vice president of retail, a newly created position that will report directly to president and CEO Tim Boyle.

In his new role with Columbia Sportswear, Cox, 49, will be responsible for leading the company's brick-and-mortar retail and ecommerce operations in the U.S., Europe and Canada.

Cox brings 24 years of experience developing, managing and improving profitability of branded retail networks with operations in the U.S., Europe, South America, Middle East and Asia.

Since 2009 he has served in Amsterdam, Holland as global retail senior vice president with contemporary lifestyle retailer MEXX, where he led a successful turnaround of the company's 300 locations in 15 countries. He also served as regional vice president overseeing MEXX's wholesale business, where he managed distribution to a network of distributors, franchisees, department stores and multi-brand retail customers with more than 500 locations in 54 countries.

From 2007-2009 he served in London as global chief retail officer for Samsonite Corporation, where he directed a network of 350 owned retail stores and 700 franchised stores spanning 40 countries in North America, South America, Europe, Middle East and Asia. From 2000-2006 he served in Amsterdam as vice president of Tommy Hilfiger's European retail division, where he was responsible for 120 Tommy Hilfiger retail, factory outlet, department store concession, and franchise stores in 12 European countries.

"Shawn represents an important addition to Columbia's leadership team," said Columbia president and CEO Tim Boyle. "With a proven ability to strategize and execute innovative brand-enhancing retail platforms, we look forward to Shawn helping us bring our unique brand and technology stories alive for consumers around the world."

"I am excited by the opportunity to lead Columbia Sportswear's North American and European direct to consumer strategy with its strong portfolio of outdoor brands and a solid foundation of performance and value," said Cox.

About Columbia Sportswear Company

Columbia Sportswear Company is a leading innovator in the global outdoor apparel, footwear, accessories and equipment industry. Founded in 1938 in Portland, Oregon, Columbia products are sold in approximately 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®, Sorel®, Montrail® and OutDry®. To learn more, please visit the company's websites at www.columbia.com, www.mountainhardwear.com, www.sorel.com, www.montrail.com and www.outdry.com.

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