

September 28, 2015



Columbia Sportswear Company Announces Appointment of Richelle T. Luther as Senior Vice President & Chief Human Resource Officer

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (NASDAQ:COLM), announced today the appointment of Richelle T. Luther to serve as senior vice president and chief human resource officer. Luther has served as the company's deputy general counsel since 2008.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20150928006627/en/>



Richelle T. Luther, newly-appointed Senior Vice President & Chief Human Resource Officer (Photo: Business Wire)

In her new role, Luther will be responsible for directing the company's efforts to attract, develop and retain key talent to support the company's portfolio of active brands, which include Columbia®, Sorel®, Mountain Hardwear®, prAna®, Montrail® and OutDry®.

Chief Executive Officer Tim Boyle commented, "Over the past seven years, Richelle has become

a trusted advisor to management and the board on a wide variety of strategic issues. We are confident in her ability to lead our efforts to attract the diverse skills and talents we will need going forward to support sustainable, profitable growth through our portfolio of active brands."

Luther added, "I am excited to take on this new challenge at such an important time in the company's long, rich history of growth. The expanding needs of our global brands will create diverse opportunities for growth from within, as well as new opportunities to attract fresh

talent from across the globe.”

Prior to Columbia Sportswear Company, she served as corporate secretary and chief governance officer at Northwest Natural Gas (Nasdaq:NWN) from 2002 to 2008, and was an attorney at the Portland, Oregon law offices of Stoel Rives LLP from 1997 to 2002.

About Columbia Sportswear Company

Columbia Sportswear Company has assembled a portfolio of brands that connect active people with their passions, making it a leader in the global active lifestyle apparel, footwear, accessories and equipment industry. Founded in 1938 in Portland, Oregon, the company's brands are today sold in approximately 100 countries. In addition to the Columbia® brand, Columbia Sportswear Company also owns the Sorel®, Mountain Hardwear®, prAna®, Montrail® and OutDry® brands. To learn more, please visit the company's websites at www.columbia.com, www.mountainhardwear.com, www.sorel.com, www.pranacom.com, www.montrail.com, and www.outdry.com.

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20150928006627/en/>

Investors:

Columbia Sportswear Investor Relations and Corporate Communications

Ron Parham, 503-985-4584

rparham@columbia.com

or

U.S. Media:

Columbia Sportswear Public Relations

Scott Trepanier, 503-985-4183

strepanier@columbia.com

Source: Columbia Sportswear Company