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Columbia Unveils Roster of PGA Athletes Competing in New Golf Collection

Players' passion for the outdoors was a key factor in assembling roster

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear (NASDAQ:COLM) is proud to announce the roster of PGA athletes who will wear and promote the brand's recently launched Columbia Golf line. Ten PGA players will compete in Columbia's Golf collection of performance apparel and outerwear on the 2016 PGA tour.

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

<http://www.businesswire.com/news/home/20160328005140/en/>



Athlete Patton Kizzire in the new Columbia Golf Collection (Photo: Columbia Sportswear)

The PGA players competing in the Columbia Golf collection this season are:

- **Jon Curran**
- **Robert Garrigus**
- **Brian Harman**
- **Mark Hubbard**
- **Patton Kizzire**
- **Jason Kokrak**
- **Ryan Palmer**
- **Martin Piller**
- **Shawn Stefani**
- **Boo Weekley**

"It is important to us that every member of the Columbia Golf team has a passion for the outdoors, whether it's hunting, hiking or fishing," said Joe Boyle, Senior Vice President of Columbia Brand Merchandising and Design. "We are thrilled to assemble such a talented roster of athletes this year, and we're looking forward to working with them both on and off the golf course."

Columbia is also sponsoring Scott Hamilton, Director of Golf and Instruction at Cartersville Country Club in Georgia, and Trey Mullinax, currently competing on the WEB.com tour. In addition, all the Columbia players' caddies will receive Columbia Golf product to keep them

comfortable and focused as they support their pros throughout the season.

Intelligently designed to keep golfers warm, dry, cool and protected, the Columbia Golf collection is built for all the dynamic weather conditions athletes continually face on the course. Comprised of colorful new styles of classic polos, breathable rainwear and windbreakers, and performance shorts and pants, the collection features superior mobility and comfort, and incorporates key award-winning technologies, including Omni-Freeze ZERO™ sweat-cooling fabrics, Omni-Tech™ waterproof breathability and Omni-Shade™ sun protection.

Columbia Golf is available in top sporting goods retailers, on-course pro shops, golf specialty stores and on www.Columbia.com. Additional details on the Columbia Golf players can be found on their PGA player profiles at: <http://www.pgatour.com/players.html>.

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 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.

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