

April 5, 2017



Columbia Sportswear Company to Announce First Quarter 2017 Financial Results On Thursday, April 27, 2017

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (Nasdaq: COLM) plans to release financial results of its first quarter 2017 at approximately 4:00p.m. ET on Thursday, April 27, 2017.

At approximately 4:15 p.m. ET, a commentary by Tom Cusick, Executive Vice President and Chief Financial Officer, reviewing the company's first quarter financial results and full year 2017 financial outlook will be furnished to 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 5:00p.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 approximately April 26, 2018.

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®, and OutDry® brands. To learn more, please visit the company's websites at www.columbia.com, www.mountainhardwear.com, www.sorel.com, www.pрана.com, and www.outdry.com.

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Columbia Sportswear Company

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