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## Columbia Sportswear Announces Appointment of Peter Ruppe as Vice President of Footwear

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (Nasdaq: COLM), a leading innovator in active outdoor apparel, footwear, accessories and equipment, today announced the appointment of Peter Ruppe as Vice President of Footwear for the Columbia Brand.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20181212005865/en/>



Peter Ruppe, Vice President of Footwear, Columbia Sportswear (Photo: Business Wire)

In his new role, Ruppe will report to Columbia Brand President Joe Boyle.

“Peter Ruppe is a true leader, bringing a unique combination of strategic and tactical thinking,” said Joe Boyle. “His arrival at Columbia is perfectly timed to help us to meet our expansion goals in the footwear market.”

Ruppe joins Columbia from Under Armour, where he was Senior Vice President of Footwear. In addition to his

leadership experience at Under Armour, Ruppe has more than two decades of experience

as a senior executive at Nike, where he led their Nike Basketball and Brand Jordan business, from product creation to advertising campaigns to athlete relationships.

“Columbia is ready to take their footwear business to the next level,” said Ruppe. “I’m excited to lead the team as we head into this important chapter and continue to evolve to meet the needs of our consumers around the world.”

### About Columbia Sportswear

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 innovative spirit 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 [columbia.com](http://columbia.com).

### About Columbia Sportswear Company

Columbia Sportswear Company has assembled a portfolio of brands for active lives, 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 90 countries. In addition to the Columbia® brand, Columbia Sportswear Company also owns the Mountain Hardwear®, SOREL® and prAna® brands. 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.pрана.com](http://www.pрана.com)

### **Forward-Looking Statements**

This document contains forward-looking statements within the meaning of the federal securities laws, including statements regarding anticipated results, profitability and growth. Forward-looking statements often use words such as “will,” “anticipate,” “estimate,” “expect,” “should,” and “may,” and other words and terms of similar meaning or reference future dates. The company’s expectations, beliefs and projections are expressed in good faith and are believed to have a reasonable basis; however, each forward-looking statement involves a number of risks and uncertainties, including those set forth in this document, those described in the company’s Annual Report on Form 10-K and Quarterly Reports on Form 10-Q under the heading “Risk Factors,” and those that have been or may be described in other reports filed by the company, including reports on Form 8-K.

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