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# **Columbia Sportswear Company Unveils Plans to Open First Branded Retail Stores in Seattle**

## **Company to Transform Ground Floor of Parking Garage At 3rd and Pine Into a Vibrant, Environmentally Conscious Retail Space for Its Leading Columbia and Mountain Hardwear Outdoor Brands**

PORTLAND, Ore., June 4, 2008 (PRIME NEWSWIRE) -- What: Columbia Sportswear Company (Nasdaq:COLM), a global leader in the active outdoor apparel and footwear industries, announced today it is redeveloping a block of prime downtown Seattle real estate into two new, side-by-side Columbia and Mountain Hardwear branded retail stores slated to open in late fall 2008.

When / Where: Executives from Columbia Sportswear Company will hold a press conference at the site of the future stores at 3rd and Pine Street on Thursday, June 5, at 10 a.m. to discuss the company's plans for transforming the ground floor of the building into exciting, branded retail spaces.

Why: Columbia's expansion into Seattle marks the beginning of the company's strategy to elevate the retail presentation of its complementary outdoor brands and drive consumer demand for its broad assortment of performance outdoor apparel, footwear, accessories and equipment.

"Seattle is a major hub to the natural wonders of the Pacific Northwest, Columbia Sportswear's backyard, and offers a vibrant urban core of active consumers and proximity to world-class outdoor adventure," said Tim Boyle, president and chief executive officer, Columbia Sportswear Company. "Our new downtown Seattle location is just three blocks from the world-famous Pike Place Market in an area of mixed retail and high foot traffic, which includes locals, commuters and tourists interested in the outdoors and adventure travel. We are excited about the possibilities for increasing our brand awareness through the redevelopment of this premier downtown Seattle retail location."

The company currently operates one Columbia flagship store and an adjacent Mountain Hardwear store in Portland, Oregon, and plans to build 15-20 additional first-line branded stores in key U.S. and European metropolitan markets over the next 3 to 5 years. The company's planned network of branded stores will enable consumers to experience Columbia's innovative outdoor products merchandised under one roof in greater breadth and depth than is possible at any of the company's wholesale customers' stores.

Columbia branded stores will feature Columbia apparel, footwear, accessories and equipment, along with its Sorel(r) brand winter footwear. Mountain Hardwear branded stores

will feature Mountain Hardwear apparel, accessories and equipment, along with the company's Montrail(r) trail-running footwear.

Who: Columbia has selected Swinerton Builders of Bellevue, Washington, as general contractor; Boyl & Ames of Portland, Oregon, as construction manager; 2 Hemispheres of Keizer, Oregon, for design; and Bergmeyer Associates, Inc. of Boston, Massachusetts, as its architect and LEEDS consultant. Portland-based Avalon Holdings is owner of the Macy's garage property and is redeveloping the site.

About Columbia Sportswear Company:

Founded in 1938 in Portland, Oregon, Columbia Sportswear Company is a global leader in the design, sourcing, marketing and distribution of active outdoor apparel and footwear. As one of the largest outerwear manufacturers in the world and a leading seller of skiwear in the United States, the company has developed an international reputation for quality, performance, functionality and value. The company manages a portfolio of outdoor brands including Columbia Sportswear, Montrail, Mountain Hardwear, Pacific Trail, and Sorel. To learn more about Columbia, please visit the company's website at <http://www.columbia.com/>.

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