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## **Columbia Sportswear Company Brings Its Leading Columbia and Sorel Outdoor Brands to Mall of America(R)**

BLOOMINGTON, MN and PORTLAND, OR -- (MARKET WIRE) -- 11/12/08 -- Columbia Sportswear Company (NASDAQ: COLM), a global leader in the active outdoor apparel and footwear industries, announced today it is opening a new Columbia-branded retail store at Mall of America® on Friday, Nov. 21, 2008. The new store will present the company's Columbia and Sorel footwear brands to the 40 million visitors who shop each year at the number one retail and entertainment destination in the country.

"What better place than Minnesota and Mall of America to introduce outdoor enthusiasts to all of the great products Columbia Sportswear and Sorel have to help people get outside and enjoy their activities while staying protected from the elements?" asked Tim Boyle, president and chief executive officer, Columbia Sportswear Company. Boyle continued, "We are very excited to be opening our first U.S. Columbia-branded store outside of Oregon and introducing our authentic outdoor brands to the millions of visitors who shop each year at Mall of America."

"Columbia Sportswear Company is a brand recognized world-wide, just like Mall of America," said Maureen Bausch, executive vice president of Mall of America. "We are thrilled to have Columbia bring their unique product line to Mall of America. Our customers expect the very best and that's exactly what they get with Columbia."

Columbia Sportswear's new store has more than 16,000 square feet and features Columbia apparel, footwear, accessories and equipment, along with its Sorel brand footwear. The new Columbia store will be open Monday-Saturday from 10 a.m. to 9:30 p.m. and Sundays from 11 a.m. to 7 p.m.

As part of the company's opening week celebration, Columbia will make a charitable donation to the Conservation Alliance and Boundary Waters Wilderness Foundation, two groups that share Columbia's passion for the Greater Outdoors. In addition, professional off-road unicyclist Dan Heaton, who appears in Columbia's current advertising campaign, will turn tricks on a customized Columbia cycling track on Nov. 22 and 23 between 12 and 5 p.m. in the Macy's Court near the Columbia Sportswear store.

### **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/>.

#### About Mall of America®

Mall of America is the nation's largest retail and entertainment complex. At 4.2 million square feet, MOA® is home to more than 520 world-class shops; Nickelodeon Universe®, the nation's largest indoor family amusement park; Underwater Adventures® Aquarium, a 1.2 million gallon walk-through aquarium; Moose Mountain Adventure Golf; Theatres at Mall of America(TM) -- a 14-screen movie theater with VIP theatre and more. The Mall opened in August of 1992 and is located in Bloomington, Minn., just minutes from downtown Minneapolis and St. Paul. For more information visit [www.mallofamerica.com](http://www.mallofamerica.com).

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