

December 1, 2008



Columbia Sportswear Company and Mountain Hardwear Invite Seattle to Experience the Outdoors at Two New Downtown Retail Stores

The New Stores Re-energize Ground Floor of Parking Garage on 3rd and Pine Into Vibrant Retail Environments

SEATTLE, WA -- (MARKET WIRE) -- 12/01/08 -- Columbia Sportswear Company (NASDAQ: COLM), a global leader in the active outdoor apparel and footwear industries, and its subsidiary, Mountain Hardwear Inc., a leading mountaineering, outdoor equipment and clothing company, today announced the opening of two new branded retail stores situated side-by-side at 3rd and Pine in downtown Seattle. The new stores are intended to inspire people to pursue their outdoor passions and to introduce them to the broad assortment of innovative Columbia and Mountain Hardwear products that will allow them to enjoy their outdoor activities longer and more comfortably.

"Seattle has grown to become the metropolitan heart of the Pacific Northwest, thanks to the vision of a long line of modern day pioneers," said Tim Boyle, president and chief executive officer, Columbia Sportswear Company. "Whether in aerospace, music, computer software, architecture, medical science, or e-commerce, Seattle retains a pioneering spirit to this day and is home to millions of outdoor enthusiasts. Columbia Sportswear is very excited about becoming a new member of Seattle's vibrant retail and outdoor communities."

"With Mount Rainier towering above and mountaineering and outdoor lifestyle so much a part of the area's culture, Mountain Hardwear is thrilled to become part of it all," said Mike Wallenfels, president of Mountain Hardwear and Montrail. "The new store is designed to be a resource and a networking center for climbers, mountaineers, backpackers, trail runners and all the other core mountain sport enthusiasts in the area."

Together, the two stores total 18,850 square feet. The Columbia store will feature Columbia apparel, footwear, accessories and equipment, as well as Sorel brand footwear. The Mountain Hardwear store will feature Mountain Hardwear apparel, accessories and equipment, as well as Montrail trail-running and hiking footwear.

Renowned as a beautiful city with surrounding natural areas, Seattle was recently recognized on Forbes Magazine's list of 'America's Best Cities for the Outdoors' as well as on Travel + Leisure Magazine's list of 'America's Favorite Cities in 2008' for athletic and active people.

As part of opening week events, both Columbia Sportswear and Mountain Hardwear will donate a percentage of each store's first week's sales to local non-profit organizations that

share Columbia's passion for the Greater Outdoors. Columbia Sportswear's donation will benefit Conservation Alliance and Cascade Land Conservancy, two groups that work to protect natural wilderness and habitat throughout the Northwest. Mountain Hardwear's donation will benefit HARK, an outreach program that organizes guided excursions that enable at-risk kids across the Pacific Northwest to experience wilderness areas.

Both stores will be open Monday through Friday from 10 a.m. to 8 p.m. and on Sunday from 10 a.m. to 7 p.m.

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 Mountain Hardwear

Mountain Hardwear makes cutting-edge mountaineering and outdoor equipment, apparel and accessories for the most extreme conditions. Mountain Hardwear was established in 1993 by a group of outdoor industry veterans and is based in Richmond, Calif. The company, a wholly-owned subsidiary of Columbia Sportswear Company, distributes its products through specialty outdoor and sporting goods retailers in the United States and more than 40 countries worldwide. Mountain Hardwear has won numerous product and customer service awards since its inception, reflecting the company's commitment to innovation and passion for the outdoors. For more information about Mountain Hardwear, visit www.mountainhardwear.com.

[Add to Digg](#) [Bookmark with del.icio.us](#) [Add to Newsvine](#)

CONTACTS:

John Fread
Columbia Sportswear PR
(503) 985.4287
[Email Contact](#)

Erin Brosterhous
Mountain Hardwear PR
(970) 871-1308 office
[Email Contact](#)

Ron Parham
Columbia Sportswear Investor Relations
& Corporate Communications
(503) 985.4584
[Email Contact](#)