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Columbia Sportswear Launches Mobile Web Experience at Columbia.com

New Mobile Portal Provides Rich Product Information to the Growing Number of Consumers Who Browse, Research and Shop With Mobile Devices

PORTLAND, OR -- (MARKET WIRE) -- 03/02/10 -- Columbia Sportswear Company (NASDAQ: COLM), a global leader in the active outdoor apparel and footwear industries, today announced the launch of Columbia.com/Mobile, a new mobile portal to Columbia.com designed to help consumers learn about Columbia's innovative outdoor products, experience the brand, or shop -- using a mobile device.

"The launch of Columbia's mobile portal is another way Columbia is bringing innovation to outdoor consumers," said Paul Zaengle, senior director, Ecommerce, Columbia Sportswear Company. "The use of mobile devices to access the Internet is growing dramatically and branded websites are the No. 1 way that consumers research products. We are thrilled to offer a rich, mobile experience for consumers to access our brand, whether they're shopping at one of our retail partner's stores, at our company-owned stores, at home or on the go."

The mobile portal -- accessible at www.columbia.com/mobile -- is a small-screen version of the Columbia.com site that works on nearly all web-enabled phones and includes the following features:

- Store locator - find a store near you that carries Columbia
- Product assortment - a wide assortment of Columbia product, searchable and categorized for easy navigation
- Product ratings & reviews - hear what the community has to say about Columbia products
- Shopping - browse and buy Columbia product from anywhere, anytime

About Columbia Sportswear Company

Columbia Sportswear Company is a global leader in the design, sourcing, marketing and distribution of active outdoor apparel, footwear, accessories and equipment. Founded in 1938 in Portland, Oregon, Columbia products are sold in more than 100 countries and have earned an international reputation for innovation, quality and performance. Columbia products feature innovative technologies and designs that protect outdoor enthusiasts from the elements, increase comfort, and make outdoor activities more enjoyable. In addition to the Columbia brand, Columbia Sportswear Company also owns outdoor brands Mountain Hardwear®, Sorel®, Montrail®, and Pacific Trail®. To learn more, please visit the company's websites at www.columbia.com, www.mountainhardwear.com, www.sorel.com, and www.montrail.com.

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