

May 10, 2010



Columbia Sportswear Launches New Line of Watches and Outdoor Instruments Designed for the Greater Outdoors

PORTLAND, OR -- (MARKET WIRE) -- 05/10/10 -- Columbia Sportswear Company (NASDAQ: COLM), a leading innovator in the global outdoor apparel and footwear industries, announced today that it will be launching a new line of watches and instruments for outdoor enthusiasts.

Columbia's line of high quality instruments was developed with design and function in mind to deliver solutions that are important to outdoor consumers. Columbia targeted the Trail, Water, and Travel categories as the key inspiration for the new line, with feature sets within each category tailored to benefit the user during associated outdoor activities.

Individual products within the line feature various combinations of Altimeters, Barometers, Compasses, Thermometers, Tidal Reads, Moon Phases, Sunrise/Sunset predictors, Ski Timers, Sail Timers, Hydration Alarms, Interval Timers, Lap memory, and Chronographs. Each instrument features a robust, durable design with an aesthetic inspired by the spirit of the Greater Outdoors.

"Columbia is taking a leadership role in the outdoor industry by bringing meaningful and easy-to-understand performance attributes that deliver real benefits to a broad set of outdoor consumers," said Mick McCormick, executive vice president of global sales and marketing, Columbia Sportswear Company. "The watch and instrument category is a perfect place to extend this role."

Columbia partnered with the talented design team at Adao Global of Austin, TX to develop a collection that would translate the brand equity that Columbia has earned in the outdoor industry into the watch and outdoor instrument industry.

"It is clear that the Columbia consumer is looking for much more than the time of day. This consumer wants relevant, innovative solutions that bring value to their pursuit of the greater outdoors," said David Arnold, president of Adao Global. "We are confident that this line will resonate with Columbia's targeted consumer."

The initial launch will consist of 10 styles with a total of 36 watches, available this May in Columbia stores, online at www.Columbia.com, and in Outdoor Specialty and Sporting Goods stores.

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.

About Adao Global LLC

Adao Global is based in Austin, TX and specializes in the design, development, and distribution of watches and small electronics. The company's mission is to provide its premium branded partners with a presence within the industry that is both brand enhancing and market leading.

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1248240

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1248242

COLUMBIA CONTACTS:

Media:

Anna Sanford
Columbia Sportswear PR
(503) 970.5691
[Email Contact](#)

Investors:

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