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# Columbia Sportswear Launches into Spring 2011 with Fresh Styles and Comfort

New Columbia Insect Blocker(TM) helps to repel insects while Omni-Dry(TM) delivers the lightest, most breathable waterproof technology yet.

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (NASDAQ: COLM), a leading innovator in the global outdoor apparel and footwear industries, today announced the launch of its Spring 2011 line. Sleek, cross-functional, versatile styles provide "ultimate use" solutions, while two new technologies - Insect Blocker and Omni-Dry - amp up performance and comfort for outdoor adventurers.

The Peak Power is outfitted with Omni-Dry(R), our highest level of waterproof-breathability. (Photo: Business Wire)

Insect Blocker technology puts six-legged pests in their place - away from you and your kids. Using a synthetic version of a natural insect repellent produced by the Chrysanthemum plant, Insect Blocker offers invisible, lasting, odorless protection that is integrated directly into clothing and gear to keep mosquitoes, flies, ticks, ants and other biting insects away. Eliminating the need for regular re-application and requiring no special care of any kind, Insect Blocker retains its effectiveness for up to 70 washings (the expected life of a garment).

While competitors have marketed similar technologies limited to their most advanced technical gear, Columbia offers Insect Blocker in a wide variety of versatile, accessible styles including 22 pieces for kids and adults. From shirts to pants and hats, we've got an arsenal of bug-busting gear to help the entire family rest easy and enjoy annoyance-free adventures.

When spring rains kick up, Columbia's new Omni-Dry ultra-breathable, ultra-lightweight waterproof technology will have aerobically-inclined adventurers covered as they work up a sweat while blazing down trails. Traditional waterproof fabrics do not allow any air passage through them, resulting in uncomfortable moisture build-up inside the jacket. Omni-Dry tackles this problem with industry leading levels of air permeability, delivering maximum comfort during high-octane activities in inclement weather. On the inside, Omni-Dry increases airflow and acts as a master perspiration manager, helping to regulate body temperature and prevent excess moisture from collecting when intensity rises. On the outside, it forms a windproof, waterproof barrier to provide the driest, most comfortable environment possible.

Featured styles:

[Men's & Women's Bug Shield Long Sleeve Crew](#): Ever wish you could raise a force field against nature's pesky little bugs and buzzers? Now you can. The Bug Shield(TM) Long Sleeve Crew is a virtual trifecta of protective awesomeness. New Insect Blocker technology keeps six-legged pests at bay, Omni-Shade offers UPF 30 sun protection, and Omni-

Wick(TM) advanced evaporation technology keeps you cool, dry, and collected - leaving you free to focus on the adventure at hand. With snappy styling and a broad range of colors, you'll be looking sharp as you enjoy your camping kingdom.

**Men's Peak to Peak(TM) Jacket:** Sleek and streamlined, the Peak to Peak jacket is built for superior performance. Fully seam-sealed with waterproof zippers, a detachable hood, articulated elbows and underarm venting, it's loaded with features designed to keep you comfortable as you cruise through wind and rain. Featuring Columbia's new ultra breathable waterproof Omni-Dry technology, it delivers the ultimate defense against the elements while allowing heat and moisture to escape so you can go hard without ending up soaked.

**Women's Peak Power(TM) Jacket:** Another example of the power of Omni-Dry, the Peak Power Jacket not only boasts sweet style; it's also insanely breathable and much lighter than other 3-layer shells like it. While the ultra-light and breathable magic of Omni-Dry is keeping you cool and ventilated, the waterproof front zipper and rain-repelling exterior simultaneously block out the elements to keep you protected. Ventilation can be further customized with underarm vents and handy 2-way zipper pulls while silicone treatments at each shoulder keep pack straps securely in place as they protect against abrasion.

**Master of Faster(TM) Trail Shoe:** Part running shoe, part light hiker, the Master of Faster is quick and nimble without sacrificing efficiency and power. Stellar impact resistance and multidirectional traction keep feet and ankles stable over roots, rocks and uneven trails while the closed mesh upper with welded seam technology provides strong support in a low-profile package. With an Omni-Tech(TM) waterproof breathable membrane to block the elements and keep feet dry, this hard-working hybrid just may be the best way yet to get around the Greater Outdoors.

#### About Columbia Sportswear

Columbia Sportswear Company is a leading innovator in the global outdoor apparel, footwear, accessories and equipment markets. 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(R) brand, Columbia Sportswear Company also owns outdoor brands Mountain Hardwear(R), Sorel(R), and Montrail(R). To learn more, please visit the company's websites at [www.columbia.com](http://www.columbia.com), [www.mountainhardwear.com](http://www.mountainhardwear.com), [www.sorel.com](http://www.sorel.com), and [www.montrail.com](http://www.montrail.com).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6621243&lang=en>

Source: Columbia Sportswear Company