

December 10, 2012



Columbia Sponsoring World's Preeminent Freestyle Ski Teams Through Olympics

Russian, U.S. and Canadian Freestyle Teams to Compete Wearing Columbia Styles

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (NASDAQ: COLM), a global leader in active outdoor apparel, footwear, accessories and equipment, announced today that it will sponsor three of the world's most successful freestyle ski teams during the 2012-13 World Cup season and the highly anticipated 2014 Olympics in Sochi.

Russia is the latest national team to sign on with Columbia, following Canada's sponsorship in 2008 and the U.S. which signed on last year. Russia will be an important partner for Columbia as they compete on their home mountain in Sochi as the hosts of the 2014 Winter Olympics.

"We are honored to welcome the Russian freestyle ski team to the Columbia family," says Columbia's President and Chief Executive Officer, Tim Boyle. "Being represented by three teams of this caliber on world-class stages like the World Cup circuit and the 2014 Olympics not only makes us extremely proud – it also underscores how world-class athletes are embracing Columbia as a provider of authentic performance products that keep them warm, dry and protected during the extremes of competition."

Columbia's ski technology is uniquely suited to the demands of these specialized athletes: mobility, breathability and comfort are key in disciplines like moguls and aerials which involve extended periods of waiting in cold conditions followed by short bursts of intense effort. Additionally, athletes travel all over the world for competition and temperatures from venue to venue can vary drastically. Omni-Heat Reflective's silver dot technology delivers warmth without adding bulk and adapts quickly, flushing excess body heat as necessary so skiers stay comfortable in all kinds of conditions. Key styles also make use of Columbia's Cyberstretch Fabric, which moves effortlessly with the body, providing top-notch mobility.

The U.S. moguls team will make use of one of these Cyberstretch styles – the Wildcard IV Softshell – as their go-to competition jacket. Other pieces in the U.S. lineup include the Key Three Softshell, the Bugaboo Pant and Ridge 2 Run II Pant. The team has returned to a classically patriotic look-and-feel for the upcoming season with bold red, white and blue color-blocking and un-patched versions of all of these styles will be made available to consumers for purchase online at Columbia.com.

"We're ready to jump into the World Cup competition and hone in our skills with the Olympics on the horizon," said U.S. Freestyle Program Director, Todd Schirman. "Columbia's been extremely receptive to our feedback from last season and they have produced incredible uniforms that will help us get on the podium this season."

For more info and details on upcoming season, check out the U.S. freestyle ski schedule

here: <http://usskiteam.com/events/all/freestyle>.

About Columbia

Columbia, the flagship brand of Portland, Oregon-based Columbia Sportswear Company, has been creating innovative apparel, footwear, accessories and equipment for outdoor enthusiasts since 1938. Columbia has become a leading global brand by channeling the company's passion for the outdoors, and an innovative spirit of "trying stuff," into technologies and performance products that keep people warm, dry, cool and protected year-round. To learn more, please visit the company's website at www.columbia.com.

Media:

Columbia Sportswear PR
Andy Nordhoff, 503-985-1739
anordhoff@columbia.com

or

Investors:

Columbia Sportswear Investor Relations & Corporate Communications
Ron Parham, 503-985-4584
rparham@columbia.com

Source: Columbia Sportswear Company