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Columbia Sportswear Company Expands to India; Signs Distribution Agreement with Chogori India Retail Ltd.

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (Nasdaq:COLM), a leading innovator in the active outdoor apparel, footwear, accessories and equipment industries, announced today that it has signed an agreement with Chogori India Retail Ltd. (CIRL), based in New Delhi, India, to serve as the company's exclusive distributor in India, effective immediately.

Columbia president and chief executive officer Tim Boyle said, "We are pleased to welcome CIRL to our existing base of 26 independent distributors that have been instrumental in establishing Columbia's brands in more than 70 countries over the past two decades. We are confident that CIRL, with more than a decade of experience building consumer brands in India, is well-equipped to compete and make us one of the first U.S.-based outdoor companies to penetrate the world's second-most-populous country."

"Chogori India Retail Ltd. is proud to represent Columbia in India," said CIRL's founder Hemant Sachdev, an accomplished businessman and alpinist who climbed to the summit of Mount Everest in May 2013. "We look forward to bringing the outstanding performance and quality of Columbia's products to India's emerging base of outdoor consumers."

About Columbia Sportswear Company

Columbia Sportswear Company is a leading innovator in the global outdoor apparel, footwear, accessories and equipment industry. Founded in 1938 in Portland, Oregon, Columbia products are sold in approximately 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 OutDry®. To learn more, please visit the company's websites at www.columbia.com, www.mountainhardwear.com, www.sorel.com, www.montrail.com and www.outdry.com.

About Chogori India Retail Ltd.

Chogori India Retail Ltd., based in New Delhi, was founded in 2000 and currently acts as distributor and retailer of more than 10 international outdoor brands.

Columbia Sportswear

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