

September 25, 2014



Columbia Sportswear Company Announces Two Additions to Global Leadership Team

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (Nasdaq:COLM), a leading innovator in active outdoor apparel, footwear, accessories and equipment, today announced two additions to its global leadership team.



Steve Woodside, Vice President Global Manufacturing, Columbia Sportswear Company
(Photo: Business Wire)

Steve Woodside joined Columbia on August 25, 2014 in the newly-created role of vice president of global manufacturing, with leadership responsibilities spanning the company's global supply chain for apparel, footwear, accessories and equipment. Woodside is a 25-year veteran of footwear and apparel manufacturing, most recently serving in Hong Kong as VF Corp.'s vice president of global footwear, overseeing global footwear sourcing and manufacturing. Prior, he spent 23 years at Nike, Inc., during which he led both apparel and footwear manufacturing operations at various times, and was instrumental in promoting the adoption of advanced lean manufacturing processes by the company's contract manufacturers. He has spent more than half of his career living and working in Asia, including assignments in Taiwan, Indonesia, Vietnam, China and Hong Kong.

"Steve is a highly regarded supply chain and manufacturing executive with a wealth of experience in apparel, equipment, and footwear," noted Tim Boyle, Columbia Sportswear Company's president and CEO. "He brings a depth and breadth of knowledge that can only be gained from hands on experience and valued, long-

standing relationships throughout the global supply chain. We are delighted to have him on board and look forward to his insights to support our anticipated growth."

Woodside will report directly to Columbia's chief operating officer, Bryan Timm.

The company also announced the appointment of marketing veteran Stuart Redsun to the newly-created position of chief marketing officer, effective October 6, 2014. In this role, Redsun will be responsible for developing and executing global consumer marketing programs for the Columbia, Sorel and Montrail brands. He will report to Mr. Boyle.

Redsun has held numerous marketing leadership roles within the athletic footwear and apparel industry, most recently as senior vice president of global brand marketing for Under Armour, Inc., and at Nike, Inc., where he began his marketing career. He has also led marketing communications for global technology brands Gateway, Motorola and Sony.

“Stu brings tremendous experience in developing and executing successful global marketing strategies for consumer brands,” Boyle said. “We look forward to his contributions in developing effective and efficient marketing communications that fuel continued growth by building stronger emotional connections between our brands and consumers around the world.”

In related moves, Columbia announced the pending retirements of current vice president of global marketing, Dan Hanson, and current vice president of global apparel manufacturing, Patrick Werner.

“Dan and Patrick have been great leaders at Columbia Sportswear over the past 25 years and 10 years, respectively,” said Boyle. “They have each been instrumental in the substantial growth of the business over those time periods, including our development and introduction of numerous market-altering innovations. We appreciate their dedication and innumerable contributions, and wish them each all the best in their next adventures.”

Both Werner and Hanson plan to remain on board for specified periods in order to ensure smooth transitions to their successors.

About Columbia Sportswear

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 lifestyle brands Mountain Hardwear®, Sorel®, prAna®, Montrail® and OutDry®. To learn more, please visit the company’s websites at www.columbia.com, www.mountainhardwear.com, www.sorel.com, www.pranacom.com, www.montrail.com, and www.outdry.com.

Forward-Looking Statements

This document contains forward-looking statements within the meaning of the federal securities laws, including statements regarding anticipated growth. The company’s expectations, beliefs and projections are expressed in good faith and are believed to have a reasonable basis; however, each forward-looking statement involves a number of risks and uncertainties, including those described in the company’s Annual Report on Form 10-K for the year ended December 31, 2013 under the heading “Risk Factors,” and other risks and

uncertainties that have been or may be described from time to time in other reports filed by the company, including reports on Form 8-K, Form 10-Q and Form 10-K. The company cautions that forward-looking statements are inherently less reliable than historical information. The company does not undertake any duty to update any of the forward-looking statements after the date of this document to conform them to actual results or to reflect changes in events, circumstances or its expectations. New factors emerge from time to time and it is not possible for the company to predict all such factors, nor can it assess the impact of each such factor or the extent to which any factor, or combination of factors, may cause results to differ materially from those contained in any forward-looking statement.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20140925005212/en/>

Columbia Sportswear

Investors:

Ron Parham, 503-985-4584

Investor Relations and Corporate Communications

rparham@columbia.com

or

Media:

Scott Trepanier, 503-985-4183

Public Relations

strepanier@columbia.com

Source: Columbia Sportswear Company