

November 6, 2014



# Columbia Sportswear Launches First-Ever Performance Fishing Gear™ Concept Store in Alpharetta, Georgia's, Newest Upscale Mall

*New PFG Store at the Avalon Mall Features Best of PFG's Performance and Lifestyle Products*

ALPHARETTA, Ga.--(BUSINESS WIRE)-- Global outdoor leader Columbia Sportswear Company (NASDAQ:COLM) is pleased to announce the opening of its flagship Columbia brand's first-ever Performance Fishing Gear (PFG) concept store at the Avalon Mall in Alpharetta, Georgia.



Photo showcasing Columbia PFG products in their new store at the Avalon Mall in Alpharetta, Georgia (Photo: Business Wire)

Columbia's popular PFG collection is inspired by the performance, style and comfort needs of professional and recreational anglers, and is being embraced as a lifestyle brand by consumers of all ages in temperate and tropical climates across the Western Hemisphere.

"Atlanta is an ideal market to launch our first-ever PFG store," said Shawn Cox, Columbia's senior

vice president of retail. "People in the Southeast enjoy a lifestyle that includes a wide variety of outdoor activities anchored around the water and the sun. PFG helps them enjoy those activities longer, whether on college campuses or along coastal waters. We are excited to welcome consumers from around the region to this great new location and to further promote the PFG lifestyle."

The first store, an approximately 3,176-square-foot shop at the brand new Avalon Shopping Center in Alpharetta, GA, opened October 30<sup>th</sup>. With a clean design, boutique feel and digital

integration that includes an interactive knot-tying station, the Columbia PFG store is sure to entice accomplished and aspiring anglers, along with their families and friends.

Every PFG product is thoughtfully designed with fabrics, construction and industry-leading technologies for enjoying long days on the water or under the sun. Columbia has brought this same focus on innovation to its expansive PFG footwear line featuring razor-siped outsoles and ventilated draining midsoles. In addition to apparel and footwear, the store also offers a full line of innovative accessories that distinctively reflect the PFG lifestyle.

### **Upcoming Visit by Fishing Legend George Poveromo**

To help celebrate the launch, Columbia fishing athlete George Poveromo will visit the store on December 6. George Poveromo is a nationally recognized saltwater angling authority. He is the executive producer and host of George Poveromo's World of Saltwater Fishing on NBC Sports. Poveromo also hosts the Salt Water Sportsman National Seminar Series, the nation's longest-running and most popular educational course on recreational marine angling. To add to his credentials, Poveromo has been an editor-at-large for Salt Water Sportsman magazine since 1983, and pens the magazine's No. 1-rated column, Tactics & Tackle. You can learn more about Poveromo at: [http://www.columbia.com/Athletes\\_George-Poveromo.html](http://www.columbia.com/Athletes_George-Poveromo.html).

Poveromo will be on site at the Avalon store 1:00-4:00 p.m. signing autographs, answering questions and providing tips and tricks to anxious anglers.

The store is open to the public Monday-Saturday from 10 a.m. until 9 p.m., and 12 p.m. until 7 p.m. Sunday.

For more on the new PFG Concept Store, follow the Columbia brand on Facebook, Instagram, or Twitter. For customers unable to see the store in person, the full Fall and Winter 2014 collection is available online at [columbia.com](http://columbia.com).

### **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 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](http://www.columbia.com).

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20141106005254/en/>

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