

November 25, 2014



# Columbia Sportswear Launches New Performance Fishing Gear™ Concept Store in Dallas on Black Friday

*Newest Columbia Store Features Best of PFG's Performance and Lifestyle Products*

SOUTHLAKE, Texas--(BUSINESS WIRE)-- Columbia Sportswear Company (Nasdaq: COLM) is pleased to announce the opening of its first Columbia Performance Fishing Gear (PFG) concept store in Texas. The store is located at Southlake Town Square near Dallas and opens its doors on November 28, often referred to as Black Friday.

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.

"As a Texan myself, I know that everyone in the Dallas area enjoys a lifestyle that includes a wide variety of outdoor activities anchored around the water and the sun," said Shawn Cox, Columbia's senior vice president of retail. "We couldn't be more excited to welcome folks from around the region to this great new location and to further promote the PFG lifestyle."

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. In addition to an array of PFG products, shoppers will also find classic Columbia styles designed to keep them warm, dry, cool and protected no matter what the weather has in store.

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.

## **Grand Opening Activities**

To celebrate the grand opening of the new store, visitors will have a chance to experience Columbia's latest innovations aimed at keeping consumers warm, dry, cool and protected with samples, demonstrations and opportunities to participate in promotions from the PFG team onsite. Columbia's social media audience should follow Columbia on Twitter at [@columbia1938](https://twitter.com/columbia1938) for local promotions and announcements.

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

For more on the new PFG Concept Store, follow Columbia 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).

**Media:**

Columbia Sportswear PR  
Andy Nordhoff, 503-985-1739  
[anordhoff@columbia.com](mailto:anordhoff@columbia.com)

or

**Investors:**

Columbia Sportswear Investor Relations  
& Corporate Communications  
Ron Parham, 503-985-4584  
[rparham@columbia.com](mailto:rparham@columbia.com)

Source: Columbia Sportswear Company