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Columbia Tees up Broad Collection of Golf Apparel

Several PGA Players to Compete in Columbia Golf Apparel on the 2016 PGA Tour

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear (NASDAQ: COLM) is hitting the links this spring and introducing a new line of performance sportswear and outerwear designed to keep golfers comfortable and competitive on the course. Additionally, Columbia is sponsoring several professional players who will wear and promote the new Columbia Golf collection while competing on the spring 2016 PGA Tour.

Built on Columbia's mission to keep people warm, dry, cool and protected in the outdoors year-round, the Columbia Golf collection features thoughtful designs and key technologies so golfers can stay the course in any weather. Cooling fabrics and waterproof breathable membranes were specifically selected to ensure excellent mobility and protection from the elements.

"Golfers are tested in challenging weather conditions every day, ranging from incessant rain and wind to unrelenting sun and humidity," said Joe Boyle, Senior Vice President of Columbia Brand Merchandising and Design. "The links provide the perfect testing ground for Columbia's arsenal of technologies, and we're extremely proud of the product we've developed for discerning golfers."

Several top players will compete on this year's PGA Tour wearing the Columbia Golf line, including Robert Garrigus, Jason Kokrak and Ryan Palmer. "I've worn Columbia in the outdoors for most of my life, and am thrilled they are finally entering the golf arena," said PGA player Ryan Palmer. "I'm very impressed by the fabrics, the fit and the color combinations. My apparel is part of my equipment, and I can't wait to play in this new collection on tour this year."

"Our roster of golfers is as passionate about the outdoors as we are," said Stu Redsun, Chief Marketing Officer at Columbia. "These guys love to hunt, hike, ski and fish every chance they get. Many of them are as comfortable casting a fly rod as they are with a wedge."

Columbia's award-winning technologies are incorporated across the line, including Omni-Freeze ZERO sweat-activated cooling polo shirts, Omni-Tech waterproof breathable jackets, and several pieces that offer Omni-Shade sun protection. The collection of 28 new golf styles includes a colorful assortment of classic polos, breathable rainwear and windbreakers, as well as performance shorts and pants. They are currently available in top sporting goods retailers, on-course pro shops, and golf specialty stores. The Columbia Golf collection will be available on www.columbia.com this spring.

Columbia will sell the Columbia Golf products through Outdoor Custom Sportswear (OCS), a Columbia licensee. For sales inquiries, please contact Jeff Knapp

(Jknapp@ocsapparel.com) at OCS. To see the collection first-hand, visit the Columbia booth at the PGA Merchandise Show Jan. 27-30 in Orlando, Florida.

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.

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Sales:

Outdoor Custom Sportswear
Jeff Knapp, 913-253-2003
Executive Vice President – Sales
Jknapp@ocsapparel.com

or

Columbia Sportswear Company

Investors:

Ron Parham, 503-985-4584
Sr. Director of Investor Relations & Corporate Communications
rparham@columbia.com

or

Media:

Andy Nordhoff, 503-985-1739
Public Relations
anordhoff@columbia.com

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