

December 20, 2017



Columbia Sportswear Company Announces Appointment of Director Of Investor Relations

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (Nasdaq:COLM), a leading innovator in the active outdoor apparel, footwear, accessories and equipment industries, today announced that Christian Buss has joined the company as Director of Investor Relations, reporting to Senior Vice President and Chief Financial Officer, Jim Swanson.

This press release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20171220006169/en/>



Christian Buss appointed Director of Investor Relations, Columbia Sportswear Company. (Photo: Business Wire)

Mr. Buss joins the firm from Credit Suisse, where he was Director of Global Apparel Research. Mr. Buss has been in equity analysis since 2005, previously at ThinkEquity where he covered a broad range of lifestyle retail and apparel manufacturers, and before that at Thomas Weisel Partners where he covered the hardline and automotive retail groups. He has a B.A. in Economics from Reed College and an M.A. from UC Berkeley. Mr. Buss will be based at Columbia Sportswear Company's headquarters in Portland, Oregon.

"I'm confident that Christian's professional background, intellectual horsepower and focus on financial insights will enhance the success of our investor relations activities. He joins us with tremendous experience and brings a unique point of view having covered the outdoor industry, global apparel retailers, and Columbia Sportswear Company (COLM) as a sell-side investment analyst for many years," said Mr. Swanson.

[About Columbia Sportswear Company](#)

Columbia Sportswear Company has assembled a portfolio of brands for active lives, making it a leader in the global active lifestyle apparel, footwear, accessories, and equipment industry. Founded in 1938 in Portland, Oregon, the company's brands are today sold in approximately 90 countries. In addition to the Columbia® brand, Columbia Sportswear Company also owns the Mountain Hardwear®, SOREL®, prAna®, and OutDry® brands. To learn more, please visit the company's websites at www.columbia.com, www.mountainhardwear.com, www.sorel.com, www.prana.com, and www.outdry.com.

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20171220006169/en/>

Columbia Sportswear Company

Jim Swanson, Sr. VP, CFO

jswanson@columbia.com

Source: Columbia Sportswear Company