

March 16, 2018



Columbia Sportswear and Major League Soccer Announce New Relationship

New co-branded product line allows MLS fans to enjoy the outdoors while supporting their favorite teams

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear (NASDAQ: COLM) and Major League Soccer (MLS) today announced a new collaboration featuring co-branded outerwear and apparel for men, women and children. This agreement covers all 23 MLS soccer teams in the United States and Canada, and product will be available in the coming weeks.

This press release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20180316005143/en/>



The relationship with MLS is a natural fit for Columbia, extending the brand's outdoor clothing to soccer fans so they can enjoy the outdoors in their team's official gear. The MLS collection of outdoor performance apparel features several of Columbia's innovative technologies, proven to keep people warm, dry, cool and protected.

Columbia's quarter zip long sleeve shirt featuring MLS team Portland Timbers
(Photo: Business Wire)

"Major League Soccer is expanding rapidly, fueled by

some of the most passionate fans in all of sport," said Joe Boyle, Columbia Brand President. "That excitement, combined with the longest schedule of the major North America pro leagues, provides a unique opportunity for Columbia. Whether an early season Timbers match during a Portland downpour or a mid-summer contest in sweltering Orlando, these products are designed to keep these incredible fans comfortable in all conditions."

The Columbia collection with MLS will be comprised of a broad selection of styles, from jackets to polos to layering pieces. Columbia's popular PFG (Performance Fishing Gear) range will be included, along with several of the company's award-winning innovations.

Many products will feature Columbia's weather-defying technologies including OutDry™ Extreme, Omni-Freeze™ ZERO and Omni-Shade® Sun Deflector, among others.

"We are thrilled to collaborate with Columbia to ensure that the weather will never stand in the way of our fans' ability to support their teams," said Maribeth Towers, MLS Sr. Vice President of Consumer Products. "As our legions of fans continue to grow, we're excited to work with Columbia to offer them some of the best technical outdoor gear available."

The MLS logoed product will be available through Outdoor Custom Sportswear (OCS). For licensing and national account sales inquiries, please contact Ryan Crosby at 919-675-7530 / e-mail rcrosby@ocsapparel.com; for all other sales related direction, please reach Jeff Knapp at 913-253-2003 / e-mail jknapp@ocsapparel.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.

About Major League Soccer

Headquartered in New York City, Major League Soccer features 23 clubs throughout the United States and Canada. For more information about MLS, visit www.MLSsoccer.com.

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