

July 1, 2015



Mountain Hardwear Announces Appointment of Industry Veteran Scott Kerslake as Interim President Replacing Departing President Topher Gaylord

RICHMOND, Calif. & PORTLAND, Ore.--(BUSINESS WIRE)-- Mountain Hardwear Inc., a leading mountaineering, outdoor equipment and clothing company, and a wholly owned subsidiary of Columbia Sportswear Company (Nasdaq:COLM), today named Scott Kerslake to serve as interim brand president while the company conducts a global search for a permanent brand leader to replace Topher Gaylord, who has resigned.

Kerslake has a long track record of building strong brands and strong brand-centric organizations, including as co-founder and CEO of the Athleta brand from 1997 to 2004, and as CEO of the prAna brand since 2009. While serving as Mountain Hardwear's interim brand president, he will retain his current role as CEO of prAna.

"We're fortunate to have a proven leader like Scott to step in and guide Mountain Hardwear during this important transition," said Bryan Timm, president of Columbia Sportswear. "Mountain Hardwear remains one of our most promising brands. We will be looking for a proven leader who understands the high performance demands of Mountain Hardwear's consumers and who can help the brand realize that potential. The relationships Scott has built with the Mountain Hardwear management team, and his established relationships with the brand's key wholesale customers, will provide valuable leadership during the search process."

Topher Gaylord has served as president of Mountain Hardwear since March 2010.

"Over the past five years, Topher has conscientiously led the Mountain Hardwear brand," Timm noted. "We wish him great success in his future adventures."

About Mountain Hardwear

Mountain Hardwear is a leader in innovative, premium outdoor apparel, equipment and accessories. We celebrate bold ideas, the drive to challenge the edges of our potential, and the joy, friendships and personal growth that come from that endeavor. We work with era-defining athletes to develop lightweight, easy-to-use and incredibly well-crafted outdoor clothing and equipment. Mountain Hardwear, Inc., founded in 1993 and based in Richmond, CA, is a wholly-owned subsidiary of Columbia Sportswear Company and distributes its products through specialty outdoor, running, and sporting goods retailers in the United States and 58 countries worldwide. www.mountainhardwear.com

About Columbia Sportswear

Columbia Sportswear Company markets lifestyle apparel, footwear, accessories and equipment through a portfolio of brands for active lives. Founded in 1938 in Portland, Oregon, the company's brands are today sold in approximately 100 countries. In addition to the Columbia® brand, Columbia Sportswear Company also owns the Mountain Hardwear®, Sorel®, prAna®, Montrail® 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, www.montrail.com, and www.outdry.com.

Forward-Looking Statements

This document contains forward-looking statements within the meaning of the federal securities laws, including statements regarding anticipated and potential growth and profitability. The company's expectations, beliefs and projections are expressed in good faith and are believed to have a reasonable basis; however, each forward-looking statement involves a number of risks and uncertainties, including those described in the company's Annual Report on Form 10-K for the year ended December 31, 2014 under the heading "Risk Factors," and other risks and uncertainties that have been or may be described from time to time in other reports filed by the company, including reports on Form 8-K, Form 10-Q and Form 10-K. The company cautions that forward-looking statements are inherently less reliable than historical information. The company does not undertake any duty to update any of the forward-looking statements after the date of this document to conform them to actual results or to reflect changes in events, circumstances or its expectations. New factors emerge from time to time and it is not possible for the company to predict all such factors, nor can it assess the impact of each such factor or the extent to which any factor, or combination of factors, may cause results to differ materially from those contained in any forward-looking statement.

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20150701006385/en/>

Investors & Media:

Columbia Sportswear Investor Relations
and Corporate Communications

Ron Parham, 503-985-4584

rparham@columbia.com

Source: Columbia Sportswear Company