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Columbia Sportswear Company Announces Appointment of David M. Brulé as General Manager of Canadian Subsidiary

PORTLAND, Ore. & LONDON, Ontario--(BUSINESS WIRE)-- Columbia Sportswear Company (NASDAQ:COLM), announced today the promotion of Mr. David M. Brulé to serve as general manager of the company's wholly owned Canadian subsidiary, based in London, Ontario, Canada, effective immediately.

Mr. Brulé, 48, will be responsible for partnering with Columbia Sportswear Company's brand leaders to advance and execute sales, distribution, and marketing strategies in Canada, where Columbia's brands are sold to approximately 1,000 wholesale customers and directly to consumers through owned outlet stores and ecommerce sites.

Brulé has served as interim general manager and director of the company's Canadian retail operations for the past year, and previously served as director of operations from 2009 to 2011. In addition to his career at Columbia, Dave was senior vice president of Green Earth Stores, Ltd. and served for 11 years as director of retail for Reebok Canada, Inc. In each of those roles, he led the development and successful execution of profitable retail and marketing strategies that drove profitable growth.

"We are fortunate to have someone of Dave's character and experience to lead our Canadian team," said Russ Hopcus, Columbia Sportswear's senior vice president of North American sales. "He has a deep knowledge of the Canadian market, strong relationships with our key customers, and the full support of our corporate leadership team."

Brulé added, "I feel privileged to have the opportunity to expand the Canadian market for Columbia Sportswear Company and look forward to continuing to work with my Canadian teammates to connect active people with their passions."

Brulé succeeds Dave Van Trigt, who served as the company's general manager of Canada from 2012 until his untimely passing earlier this year.

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 100 countries. In addition to the Columbia® brand, Columbia Sportswear Company also owns the Sorel®, Mountain Hardware®, prAna®, Montrail® and OutDry® brands. To learn more, please visit the company's websites at www.columbia.com,

www.sorel.com, www.mountainhardwear.com, www.prana.com, www.montrail.com, and www.outdry.com.

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