

March 29, 2017



Columbia Sportswear Company Elevates David Lawner to Senior Vice President of North America Direct-to-Consumer

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (Nasdaq:COLM), a leading innovator in the active outdoor apparel, footwear, accessories and equipment industries, today named David Lawner Senior Vice President of North America Direct-to-Consumer (DTC), elevating him from the interim role he had held since joining the company in October 2016.

Columbia Sportswear President Bryan Timm noted, "Over the past six months, David has demonstrated his ability to lead our growing direct-to-consumer business and positioned us for profitable growth and expansion in 2017. He has quickly become a valued member of our management team and we are pleased to have him step into this critical role."

"I am excited about the opportunity to continue leading the talented North American DTC team here at CSC," Lawner commented. "The company's portfolio of powerful brands provides a great platform to drive stronger emotional connections with consumers through DTC channels."

The company's North American DTC business currently consists of 100 outlet stores, 25 branded stores and branded ecommerce sites for each of its four major brands, with plans to add an additional 11 new outlet stores in the U.S. during 2017.

Prior to joining CSC in October 2016, Lawner served as President, Retail and ecommerce for Nautica from 2011 until March 2016, where he led all aspects of its U.S. direct-to-consumer business. Over the preceding 20 years, he built successful retail platforms at Ann Taylor, Tommy Hilfiger, Carter's, Bob's Stores, Children's Place, and GAP.

Lawner will continue to report directly to President & COO Bryan Timm.

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 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.pрана.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. 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, 2016, 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 and Form 10-Q. 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.

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Source: Columbia Sportswear Company