



Chinese Court Convicts Three for Selling Counterfeit Columbia Sportswear; Criminals Face 6-10 Months in Jail, Plus Fines

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (Nasdaq:COLM), a leading innovator in active outdoor apparel, footwear, accessories and equipment, announced today that the Huangpu District People's Court of Shanghai, China has convicted three individuals for distributing counterfeit Columbia brand products in Shanghai.

On December 29, 2010, Chinese authorities seized nearly 7,000 counterfeit garments, including almost 2,000 counterfeit Columbia products, with a combined street value of approximately \$2.7 million. The goods were seized from two retail outlets and two warehouses in Shanghai operated by Mr. Shen Xianxiang who, along with two employees, was convicted of distributing the counterfeit goods. Mr. Shen was sentenced to 10 months in jail, while each of the two employees will serve 6 months. All three infringers were also fined.

"We take our brand and image very seriously and will use every available legal tactic to stop the unauthorized use of our name, designs and trademarks," said John Motley, Columbia's associate general counsel and director of intellectual property. "We believe it's a matter of principle and integrity to protect loyal Columbia customers from imposters. We are thankful to the Huangpu District Public Security Bureau for their efforts in seizing the goods and the perpetrators. We also thank the Huangou District People's Court for handing down sentences that send a clear message of deterrence to all counterfeiters."

About Columbia Sportswear Company

Columbia Sportswear Company is a leading innovator in the global outdoor apparel, footwear, accessories and equipment markets. Founded in 1938 in Portland, Oregon, Columbia products are sold in more than 100 countries and have earned an international reputation for innovation, quality and performance. Columbia products feature innovative technologies and designs that protect outdoor enthusiasts from the elements, increase comfort, and make outdoor activities more enjoyable. In addition to the Columbia® brand, Columbia Sportswear Company also owns outdoor brands Mountain Hardwear®, Sorel®, and Montrail®. To learn more, please visit the company's websites at www.columbia.com, www.mountainhardwear.com, www.sorel.com, and www.montrail.com.

Columbia Sportswear Investor Relations and Corporate Communications

Investors:

Ron Parham, 503-985-4584

rparham@columbia.com

or

Columbia Sportswear Public Relations

Media:

Scott Trepanier, 503-985-4183

strepanier@columbia.com

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