



Columbia Sportswear Company and Discovery Channel Strike Media Partnership

Under the Deal, Columbia Sportswear is the Official Outfitter of Two Discovery Programs, “Survivorman” and “Into the Unknown with Josh Bernstein”

PORTLAND, Ore. and SILVER SPRING, Md. – August 6, 2008 – Columbia Sportswear Company (Nasdaq:COLM), a global leader in the active outdoor apparel and footwear industries, and Discovery Channel, premier provider of real-world entertainment, today announced a media partnership agreement for 2008 that includes Columbia Sportswear sponsorship of two U.S. programs, a media buy on the network, and a co-branded online advertising component.

As part of the sponsorship program, Columbia Sportswear will be the official outfitter of two Discovery Channel programs – the wildly popular “Survivorman,” hosted by Les Stroud, and a new series debuting August 18, starring Josh Bernstein. “Into The Unknown with Josh Bernstein” will focus on subjects ranging from anthropology, archaeology and adventure to environmental issues.

With 1.5 billion cumulative subscribers throughout 170 countries, the Discovery Channel ranks in the top five U.S. ad-supported cable networks among P18-49 and M18-49.*

“Discovery Channel programming complements our positioning as an outdoor brand and provides on-air exposure that highlights the benefits of our products,” said Tim Boyle, president and chief executive officer of Columbia Sportswear Company. “What’s more, the Discovery Channel delivers a high index of active, outdoor-minded adults, a perfect match for the Columbia brand.”

“We are pleased to partner with Columbia Sportswear and create a collaboration with a brand whose strong commitment to quality and value mirrors ours,” said Joe Abruzzese, president of advertising sales, Discovery Communications. “Discovery’s worldwide reach, coupled with Columbia’s worldwide appeal, is a perfect match to further encourage an appreciation for our planet and its many wonders.”

“My new series takes me to some of the most remote, inhospitable places on the planet,” said Bernstein. “I’m grateful that Columbia is providing high-performance clothing that is up to the challenges that I face on my expeditions.”

“Whether it be arctic, extreme heat or tropical conditions, being outfitted by a company that understands the elements is key when battling nature’s toughest settings,” said Stroud. “Columbia apparel’s versatility will serve me well in my various quests for survival.”

About Columbia Sportswear Company:

Founded in 1938 in Portland, Oregon, Columbia Sportswear Company is a global leader in the design, sourcing, marketing and distribution of active outdoor apparel and footwear. As one of the largest outerwear manufacturers in the world and a leading seller of skiwear in the United States, the Company has developed an international reputation for quality, performance, functionality and value. The Company manages a portfolio of outdoor brands including Columbia Sportswear, Montrail, Mountain Hardwear, Pacific Trail, and Sorel. To learn more about Columbia, please visit the Company’s website at <http://www.columbia.com/>

About Discovery Communications:

Discovery Communications is the world’s number-one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Planet Green, Investigation Discovery and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including HowStuffWorks. Discovery Networks International distributes 17 international brands, reaching 859 million cumulative subscribers with programming available in 35 languages. Discovery Enterprises International, the company’s international program sales and licensing arm, licenses programming and properties in multiple markets including the UK, Japan, France, Germany, China, India and Russia. Discovery Communications is owned by Discovery Holding Company (NASDAQ: DISCA, DISCB), Advance/Newhouse Communications and John S. Hendricks, Discovery’s founder and chairman. For more information, please visit www.discoverycommunications.com.

* Nielsen, 2Q08 NHI calendar, Live plus Same Day, Time Period Based.