



Columbia Sportswear Company Announces Corporate Communications Team

April 17, 2018

PORTLAND, Ore.--(BUSINESS WIRE)--Apr. 17, 2018-- Columbia Sportswear Company (Nasdaq: COLM), a leading innovator in the active outdoor apparel, footwear, accessories, and equipment industries, today announced the appointment of Mary Ellen Glynn as Director of Corporate Communications and Sara Bradshaw as Corporate Communications Manager.

"We are very excited to have Mary Ellen join Columbia to lead our Corporate Communications Department," said Peter Bragdon, Executive Vice President, Chief Administrative Officer and General Counsel. "Mary Ellen brings a tremendous amount of high-level strategic communications experience, from her days as Deputy Press Secretary and Special Assistant to President Bill Clinton and Communications Director for Ambassador Richard Holbrooke, to more recent experience as Communications Director for Oregon Governor Ted Kulongoski and Chief of Staff of Anne Holton, wife of Senator Tim Kaine, during the 2016 presidential campaign."

"We are also pleased to announce Sara Bradshaw's appointment as Corporate Communications Manager," Bragdon continued. "Sara brings ten years of communications experience supporting global organizations in the apparel industry, joining Columbia in 2015 after holding a range of communications positions at brands such as J.Crew, Saks Fifth Avenue, Chanel, Inc. and Kate Spade."

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 90 countries. In addition to the Columbia® brand, Columbia Sportswear Company also owns the Mountain Hardwear®, SOREL® and prAna® brands. To learn more, please visit the company's websites at www.columbia.com, www.mountainhardwear.com, www.sorel.com and www.pрана.com.

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Source: Columbia Sportswear Company

Columbia Sportswear Company
Sara Bradshaw, 503-985-4089
Corporate Communications Manager
sbradshaw@columbia.com