



FOR IMMEDIATE RELEASE

2Hemispheres' Portfolio of Strategic Services Enables Columbia Sportswear to Tell its Brand Story Through Retail Expansion

For Columbia-branded stores at Mall of America, Seattle, and Portland Airport, as well as others planned for North America and Europe, 2Hemispheres delivers unique blend of strategic planning, retail store design and development capabilities

PORTLAND, Ore., November 17, 2008 – 2Hemispheres, a retail strategy firm, today announced the support and services it is providing to Columbia Sportswear Company (Nasdaq: COLM), as it moves ahead in its aggressive retail expansion plan for 2008 and 2009. 2Hemispheres is partnering closely with Columbia - which plans to open up to five new branded stores and 15 new outlet stores by the end of next year - to help it continue to build brand excitement and achieve its growth objectives.

2Hemispheres has been heavily involved in the planning, design, and all aspects of consumer messaging in the three new stores Columbia is opening this November and December. These include large, high-profile locations in Minneapolis' Mall of America and in downtown Seattle, and a smaller store at Portland (Oregon) International Airport. Together, 2Hemispheres and Columbia are working on the planned opening of up to 15 branded stores and more than 30 outlet stores over the next three years- including several in Europe – thereby extending Columbia's message - Enjoy the Greater Outdoors - to more consumers in more geographies, and further energizing the company's highly-admired outdoor brand.

Founded in 1999, 2Hemispheres has established a unique position in the retail industry. Experienced in both the art and science of retail, the firm helps brands such as Columbia to successfully move existing or new products into the lives of consumers. At the same time, 2Hemispheres ensures that a store's business parameters match with its space requirements, projected customer demographics and traffic volume.

For Columbia, 2Hemispheres turned to its Creative Director, Dan Hones, for a retail design strategy that establishes and maintains consistent and high-impact product messaging and merchandising throughout its new stores. Hones' 2Hemispheres colleagues – principals Garth Engle and Mollie Plocher – helped complete what they call the marketing cycle by defining programs to optimize the business of each store.

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This includes education and support in a variety of areas, from space management to assortment planning to fixture and graphic installation. In providing this spectrum of services, 2Hemispheres aims to help Columbia make strong impressions that will engage customers in each new store, earn their trust and build their loyalty to the Columbia brand.

“2Hemispheres is an important partner in our retail growth strategy,” said Tim Boyle, president and chief executive of Columbia Sportswear Company. “They have an extensive track record in the retail arena, and they realize all that it takes to build store environments that maximize our brand and create memorable customer experiences.”

2Hemispheres’ Engle attributes the firm’s growth and progress to the application of its business practice in both direct retail (e.g., a brand’s own retail or factory store) and indirect retail (e.g., a brand that is sold within the store or chain of another retailer). “Each client’s set of needs is different. We work to develop an integrated strategy that can be applied across multiple retail mediums and has the end result in mind.”

For more information on 2Hemispheres, contact the company at 503/390-5655 or 503/816-9859, or visit www.2hemi.com.

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