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For immediate release.

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Columbia Sportswear Designs Innovative Backpack Line for National Ski Patrol

High-performance packs created for mountain rescue personnel to be sold through NSP catalog.

October 1, 2010—Lakewood, Colo.—The National Ski Patrol (NSP) and Columbia Sportswear announced today a partnership in which Columbia's innovative Rescue Series backpack collection designed for snow professionals has been made available for NSP members to purchase through the *NSP Winter Catalog*.

"Columbia has worked hard to listen to patrollers about their demanding equipment needs and has created a series of packs that can be used at work and everyday based on this feedback," says NSP Executive Director Tim White. "We're excited to collaborate with Columbia to offer these patroller-friendly packs."

The Columbia Rescue Series is a collection of three backcountry and mountain packs created for medical, avalanche and rescue professionals. The packs include Omni-Shield™ advanced repellency technology, which protects against water and stains. They also include heavy-duty construction using ballistic materials, reflective accents, a ski carrying system with a patent-pending design, and an insulated hydration system, making the packs in the Rescue Series the ultimate for on mountain emergency response crews.

Rescue Series models include: The Rescue Specialist™ (capacity: 33L; dimensions: 23x12x7); The Rescue Stryker™ (capacity: 20L; dimensions: 21x11x5); and the Rescue Ranger™



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(capacity: 11L; dimensions: 20x10x3). The three packs include a black-and-red color scheme, a fleece-lined goggle pocket, quick-release buckles on waist belt and sternum strap, and a drainage system to clear melted snow after a pack is opened in a storm. In addition, the two larger packs have a removable reflective cross and clear pouches to help you see and quickly access trauma medical supplies.

Rescue Series packs are available through the print and on-line *2010/11 NSP Winter Catalog* (www.nsp.org). The packs debuted at the NSP's 2010 Patroller Education Conference, which took place last April in Snowbird, Utah.

About the National Ski Patrol

The National Ski Patrol is a Federally Chartered nonprofit membership association dedicated to serving the public and the mountain recreation industry. For 72 years, the NSP has been at the forefront of safety and emergency care education programs. The association's 27,000 members represent 98 percent of the nation's patrollers. For more information, access www.nsp.org.

About Columbia Sportswear

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Columbia Sportswear Company is a global leader in the design, sourcing, marketing and distribution of active outdoor apparel, footwear, accessories and equipment. 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. To learn more, visit www.columbia.com.

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