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Downtown's Ongoing Renaissance Marked with Grand Re-Opening of Re-modeled Columbia Sportswear Store, Grand Opening of First Mountain Hardwear Branded Store

PORTLAND, Ore. – On Friday, April 11, there is another reason for shoppers to head to downtown Portland as the newly remodeled Columbia Sportswear store will open its doors after a three-month remodel. Additionally, Mountain Hardwear will open its first branded store next door on Taylor Street.

The Columbia Sportswear and Mountain Hardwear openings follow on the heels of the recent openings downtown including The Mercantile, Brooks Brothers, Michael Allen's, Jeri Rice, Kathleen's of Dublin, Carl Greve and Macy's. Nordstrom is also wrapping up a remodeling of its downtown flagship store, and will mark the completion of the project with several events scheduled April 11-13. Additionally, the first Kate Spade store will be opening in Pioneer Place later this spring.

"We are excited to offer Portland shoppers and area visitors a newly redesigned retail location that better reflects the evolution of the Columbia Sportswear brand, provides access to more of our products than anywhere else and offers an unrivaled outdoor shopping experience," said Kerry Barnes, vice president of retail.

Additionally, Mountain Hardwear Inc., a leading mountaineering, outdoor equipment and clothing company, will also open the company's first retail store on April 11th. The 3,000-square-foot store showcases the largest selection of Mountain Hardwear apparel and equipment and Montrail footwear in the world.

"The store will allow consumers to see the full extent of our product in an environment that represents our brand from entrance to check out," said Mike Wallenfels, president of Mountain Hardwear and Montrail.

Since 2007, downtown Portland has experienced a significant investment by both local and national retailers, totaling nearly \$193 million. This investment is also supported by the new \$208 million transit mall and light rail project.

“Downtown Portland keeps getting better and better thanks to smart planning by our elected officials and ongoing efforts to recruit and retain local and national retailers,” said Sandra McDonough, President and CEO of the Portland Business Alliance. “It is our goal that this trend will continue as more retailers and restaurateurs look to downtown Portland as the market they need to be in.”

“Columbia Sportswear and Nordstrom are the latest in a litany of world-class retailers recently investing in Downtown Portland,” added Chris Finks, Director of the Downtown Marketing Initiative. “Such activity is not just an exciting trend, but a vote of confidence in the vitality of our city and the region.”

Columbia Sportswear will mark the grand re-opening with weekend festivities including a \$500 shopping spree and an appearance by NASCAR star Geoff Bodine. Also as part of its grand reopening, Columbia Sportswear will be donating 10 percent of all sales made between April 11 and 30 to Start Making A Reader Today (SMART) – giving shoppers another reason to visit the new store. Interested in knowing more about downtown happenings? Go to www.downtownportland.org.

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The Downtown Marketing Initiative is an innovative public/private partnership created in July 2006 and funded by the City of Portland dedicated to promoting the long-term vitality of downtown Portland.

The Portland Business Alliance is Greater Portland’s Chamber of Commerce representing more than 1,300 businesses in the region. The Alliance focuses on central city and regional issues and recognizes that the vitality of the central city and the region depend on one another, and Portland’s vibrant, growing downtown is a regional asset. Visit the Alliance Web site at www.portlandalliance.com.