

IFA PARTNERS WITH COLUMBIA SPORTSWEAR COMPANY ON REDFISH AND KAYAK FISHING EVENTS

Maker of premium outdoor apparel furthers its commitment to saltwater anglers by partnering with the nation's premier inshore saltwater tournament organization

LIZELLA, Ga. (February 3, 2010) – With lucrative, accessible and professionally run tournaments staged across the Gulf Coast region to the Carolinas, the IFA continues to draw inshore saltwater anglers looking eager to compete in one of the nation's premier tournament circuits. The proven success and innovation of the IFA continues to attract industry-leading companies who want to share their products with serious anglers.

Columbia Sportswear Company, a worldwide leader in apparel designed to suit outdoor passions, joins the IFA Redfish Tour and the IFA Kayak Fishing Tour presented by Hobie Fishing as the newest sponsor of the two tournament trails. Columbia joins a host of other industry-leading brands that are helping IFA to grow the sport while interacting with the active and extremely brand-loyal inshore fishing community.

Much like the IFA, Columbia's commitment to innovation runs throughout its entire product line, setting it apart from the competition. With technologically advanced and intuitively designed products committed to ensure comfort, Columbia keeps anglers and other outdoor enthusiasts warm and dry; cool and comfortable; and moving fast and light to enhance their outdoor experience. Pieces from Columbia's Performance Fishing Gear (PFG) collection – including Omni-Shield Blood and Guts™ apparel and accessories, innovative Omni-Freeze™ shirts and the classic Perfect Cast Polo – will be featured during the 2010 tournament season.

“Columbia Sportswear and the IFA make a very logical pairing and we're excited to have them on our team,” said Bart Schad of the IFA. “Their angling apparel –specifically their flats-fishing garments – is a mainstay throughout the world of inshore saltwater angling. It's a natural fit for the leader in angling sportswear to partner with the largest organizer of saltwater inshore tournaments like the IFA.”

“IFA's Redfish Tour and 18-event Kayak Fishing Tour are a great fit for Columbia Sportswear, giving our brand and our innovative fishing apparel exceptional exposure among the Southeastern fishing community,” said Mandy Rutkowski, senior manager, promotions and public relations for Columbia Sportswear. “We are thrilled to be able to introduce angling fans to Columbia's newest technologies through this partnership.”

The IFA Redfish Tour and the IFA Kayak Fishing Tour Presented by Hobie Fishing kickoff the 2010 regular season on Saturday, February 27, in Jacksonville, Fla. The kayak-fishing event will be held in the same venue on the following day, the first of 18 IFA Saturday/Sunday-format tournament stops contested across the six IFA divisions.

To learn more about the IFA Redfish Tour, the IFA Kayak Fishing Tour Presented by Hobie Fishing and see the complete 2010 tournament schedule, go to

www.redfishtour.com. To discover more about Columbia Sportswear and its extensive line of products designed for anglers, visit Columbia.com.

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