



FOR IMMEDIATE RELEASE

**Carl Zeiss Vision Sunlens Named Exclusive Rx Provider for
Columbia Sportswear by L'Amy America**

San Diego, CA (March 5, 2008) – Carl Zeiss Vision Sunlens, a leading manufacturer of premium plastic sunglass lenses, has announced a partnership with L' Amy America, designer and manufacturer of Columbia Sportswear hi-tech sunglasses.

“Columbia Sportswear Sunwear collections have been committed to technological breakthroughs, innovative materials applications and cutting-edge designs for today’s athletes, sports enthusiasts, fisherman and skiers, to name a few,” said Stephen Rappoport, President of L' Amy America. “These technological breakthroughs are now available in a new prescription sunglass program. With this program, Columbia is providing a unique Rx option that capitalizes on Carl Zeiss Vision’s extensive expertise in wrap Rx lenses.”

Columbia Sportswear will offer a wide variety of the brand’s most popular sunglasses in prescription lenses with authentic performance lens colors, mirrors and treatments, including polarized. Using proprietary wrap lens technology from Carl Zeiss Vision, Columbia’s Rx offering will include 6 and 8 base wrap styles that deliver unsurpassed visual performance. “We are very excited about our new partnership with L' Amy America, which further demonstrates Carl Zeiss Vision’s leadership in Rx lens design, processing innovation and collaboration with our plano sunglass partners,” said Gaetano Sciuto, Carl Zeiss Vision Sunlens General Manager

Consumers may obtain their prescription Columbia sunglasses through any Columbia dealer. ECP’s may order the Rx program through any of Carl Zeiss Vision’s Laboratories in the U.S. Details of the program are available through L' Amy America 800-USA-LAMY, or Carl Zeiss Vision at 800-358-8258.

About Carl Zeiss Vision

Carl Zeiss Vision is a private company held jointly by Carl Zeiss AG and EQT III fund (“EQT”), headquartered in Aalen, Germany, with North American headquarters in San Diego, CA. Through its ZEISS, SOLA, Teflon[®] Clear Coat Lenses and American Optical brands, Carl Zeiss Vision works continually to deliver a superior visual experience to wearers and growth to the optical industry. Carl Zeiss Vision Sunlens is the world leader in premium plastic plano (non-prescription) sunglass lenses, offering a wide range of superior performance sun lenses, coatings and services worldwide.

About L’Amy America

Columbia Eyewear is manufactured by L’Amy America, a division of L’Amy Group which (France) brings over 200 years of optical experience to the new Carl Zeiss Vision partnership. To learn more about L’Amy America and its portfolio of luxury and sport brands please visit www.lamyamerica.com.

About Columbia Sportswear

Founded in 1938 in Portland, Oregon, Columbia Sportswear Company is an international leader in the design, sourcing, marketing, and distribution of active outdoor apparel and footwear. As one of the largest outerwear manufacturers in the world and a leading seller of skiwear in the United States, the Company has developed an international reputation for quality, performance, functionality and value. The Company manages a portfolio of outdoor brands including Columbia Sportswear, Mountain Hardware, Sorel, Montrail and Pacific Trail. To learn more about Columbia please visit the Company’s website at <http://www.columbia.com>.