



Duluth Holdings Announces Grand Opening of its Thirty-Fourth Store in Colorado Springs, Colorado

May 3, 2018

BELLEVILLE, Wis., May 03, 2018 (GLOBE NEWSWIRE) -- Duluth Holdings Inc. (dba, Duluth Trading Company) ("Duluth Trading") (NASDAQ:DLTH), a lifestyle brand of men's and women's casual wear, workwear and accessories, today announced the grand opening of its 34th store in Colorado Springs, Colorado. The store is located at 5318 N. Nevada Ave., Colorado Springs, CO 80918.

"We are very excited to open our second Colorado-based store in Colorado Springs, an area known for its beauty and affiliation to outdoor living," said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. "The people of Colorado Springs exemplify the modern, self-reliant American lifestyle that is the hallmark of our brand. Colorado Springs is also a tourist mecca with over 20 million annual visitors drawn to its awe-inspiring scenery, sports and recreational events. We look forward to welcoming our local brand fans and visitors to experience firsthand our innovative and problem-solving apparel for both men and women in our newest Duluth Trading store."

The store will host several events to celebrate the grand opening on Thursday, May 3. At 9:00 a.m. Mountain Time, there will be an official ribbon cutting ceremony with Duluth Trading team members and local dignitaries on hand to do the honors. At 10:30 a.m. and 12 p.m. Mountain Time, there will be Lumberjack Shows to welcome our customers.

About Duluth Trading

Duluth Trading is a rapidly growing lifestyle brand for the Modern, Self-Reliant American. Based in Belleville, Wisconsin, we offer high quality, solution-based casual wear, workwear and accessories for men and women who lead a hands-on lifestyle and who value a job well-done. We provide our customers an engaging and entertaining experience. Our marketing incorporates humor and storytelling that conveys the uniqueness of our products in a distinctive, fun way, and our products are sold exclusively through our content-rich website, catalogs, and "store like no other" retail locations. We are committed to outstanding customer service backed by our "No Bull Guarantee" - if it's not right, we'll fix it. Visit our website at www.duluthtrading.com.

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