



Duluth Holdings Announces Grand Opening of its Thirty-Sixth Store in Denton, Texas

May 17, 2018

BELLEVILLE, Wis., May 17, 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 36th store in Denton, Texas. The store is located at 3651 Interstate 35 North, Denton, TX 76207.

"We are excited to open a store in Denton to share the Duluth Trading retail experience with our fans in Northern Texas," said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. "The Dallas-Fort Worth Metroplex is the fourth most populated metropolitan area in the United States and home to a large number of loyal customers who value the innovative solution-based apparel that is the hallmark of the Duluth Trading brand."

The store will host several events to celebrate the grand opening on Thursday, May 17. At 9:00 a.m. Central Time there will be an official ribbon cutting ceremony with Stephanie Pugliese, Chief Executive Officer of Duluth Trading and local dignitaries on hand to do the honors. At 10:30 a.m. and 12:00 p.m. Central 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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