



Duluth Holdings Announces Grand Opening of its Thirty-Ninth Store in Arlington, Texas

July 12, 2018

BELLEVILLE, Wisc., July 12, 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 39th store in Arlington, Texas. The store is located at 620 E. Interstate 20, Arlington, TX 76018.

"Our Arlington store is the third Texas location this year to serve our large customer base of Duluth brand fans," said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. "Centrally located between Dallas and Fort Worth, the City of Arlington is ideally situated to host many of the region's major sporting and entertainment events at its AT&T Stadium, home of the Dallas Cowboys. We welcome our loyal customers and new visitors to experience firsthand our innovative solution-based apparel for men and women at our newest Duluth Trading store."

The store will host several events to celebrate the grand opening on Thursday, July 12. At 9:00 a.m. Central 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 12:00 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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Duluth Trading Company