



Duluth Holdings Announces Grand Opening of its Forty-First Store in Ramsey, New Jersey

September 27, 2018

First Store in New York City Metropolitan Market

BELLEVILLE, Wis., Sept. 27, 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 41st store in Ramsey, New Jersey. The store is located at 1300 NJ-17, Ramsey, NJ 07446.

"We are very excited to open a Duluth Trading store in Ramsey, New Jersey," said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. "Located just northwest of New York City, our Ramsay store provides nearby access to one of our largest concentrations of Duluth Trading customers. Our many loyal brand fans throughout the region can now experience in person our innovative solution-based apparel for men and women that is the hallmark of the Duluth Trading brand."

The store will host several events to celebrate the grand opening on Thursday, September 27. At 9:00 a.m. Eastern 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. Eastern 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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Source: Duluth Trading Company