



Duluth Holdings Announces Grand Opening of its Forty-Third Store in Greensboro, North Carolina

October 25, 2018

BELLEVILLE, Wis., Oct. 25, 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 43rd store in Greensboro, North Carolina. The store is located at 5400 Hornaday Road, Greensboro, NC 27407.

"We are excited to open our first North Carolina store in Greensboro," said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. "The city of Greensboro is ideally situated to serve our many customers throughout the Greensboro-Winston-Salem-High Point region. Now, our local brand fans and visitors to the Piedmont area can enjoy firsthand our unique retail experience and our innovative solution-based apparel for men and women that is the hallmark of our Duluth Trading brand."

The store will host several events to celebrate the grand opening on Thursday, October 25. At 9:00 a.m. Eastern Time, there will be an official ribbon cutting ceremony with Duluth Trading management 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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