



## Duluth Holdings Announces Grand Opening of its Forty-Fifth Store in South Portland, Maine

November 8, 2018

### Establishes Coast-to-Coast Presence from South Portland, Maine to Portland, Oregon

MOUNT HOREB, Wis., Nov. 08, 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 45<sup>th</sup> store in South Portland, Maine. The store is located at 55 Maine Mall Road, South Portland, ME 04106.

"With the opening of our first Maine store, Duluth Trading now officially spans the continental U.S. from South Portland, Maine to Portland, Oregon," said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. "We are delighted to bring the Duluth Trading store experience to our many customers in the South Portland area. We also welcome its many visitors who are drawn to this working seaport town that boasts some of the East Coast's most iconic lighthouses. Customers and visitors alike can now experience in person the innovative and problem-solving 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, November 8. 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 Mount Horeb, 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](http://www.duluthtrading.com).

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Source: Duluth Trading Company