



Duluth Holdings Announces Grand Opening of its Forty-Sixth Store in Cary, North Carolina

November 15, 2018

MOUNT HOREB, Wis., Nov. 15, 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 46th store in Cary, North Carolina. The store is located at 301 Crossroads Blvd. Cary, NC 27518.

"We are excited to open our second North Carolina store in the town of Cary to serve our many customers in the Raleigh-Durham region of the state," said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. "Recently named Number Five in Best Places to Live 2018 by Money Magazine, Cary enjoys a growing economy and an affordable lifestyle that offers many amenities in a beautiful setting. We look forward to welcoming the citizens of Cary to our newest Duluth Trading store where they can experience firsthand our innovative solution-based apparel for men and women."

The store will host several events to celebrate the grand opening on Thursday, November 15. 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.

Investor and Media Contacts:

Donni Case (310) 622-8224

Michael Wilson (310) 622-8240

Duluth@finprofiles.com



Source: Duluth Trading Company