



## Duluth Holdings Announces Grand Opening of its 51st Store in Jacksonville, Florida

May 2, 2019

MOUNT HOREB, Wis., May 02, 2019 (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 51<sup>st</sup> store in Jacksonville, Florida. The store is located at 13000 City Station Drive, Jacksonville, FL 32218.

"We are very excited that Jacksonville is our first Duluth Trading store in the State of Florida," said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. "Not only is Jacksonville the most populous city in Florida, it also renowned for its 22 miles of beaches and one of the largest urban park systems in the United States. It is an ideal location for our many customers in northeastern Florida and visitors alike who are true fans of the Duluth Trading lifestyle brand. We are delighted that they can now experience in person our unique retail experience and solution-based apparel and gear for men and women in our newest Duluth Trading store."

The store will host several events to celebrate the grand opening on Thursday, May 2. 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).

### Investor and Media Contact:

Donni Case (310) 622-8224

[Duluth@finprofiles.com](mailto:Duluth@finprofiles.com)



Source: Duluth Trading Company