



## Duluth Holdings Announces Grand Opening of its 58th Store in Sandy, Utah

November 1, 2019

MOUNT HOREB, Wisc., Nov. 01, 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 58<sup>th</sup> store in Sandy, Utah. The store is located at 154 W. 11400 S, Sandy, Utah, 84070.

"We are excited to open our first Duluth Trading store in the state of Utah," said Steve Schlecht, Executive Chairman and Chief Executive Officer of Duluth Trading. "Sandy, a suburb of Salt Lake City, offers its citizens and visitors alike exceptional year-round activities including nearby access to some of the country's top ski resorts. We are delighted to welcome our many Duluth Trading brand fans and new customers to experience firsthand our unique retail store and solution-based apparel for men and women."

The store will host several events to celebrate the grand opening on Friday, November 1st. At 9:45 a.m. Mountain 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. Mountain 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