



## Duluth Holdings Announces Grand Opening of its 62nd Store in Short Pump, VA

March 5, 2020

MOUNT HOREB, Wis., March 05, 2020 (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 62<sup>nd</sup> store in Short Pump, Virginia. The store is located at 12260 West Broad Street, Henrico, VA 23233.

"We are excited to open our second Virginia-based store in Short Pump," said Steve Schlecht, Executive Chairman and Chief Executive Officer of Duluth Trading. "Located in the Richmond metro area, Short Pump has become a vibrant shopping destination in the Southeast. We look forward to welcoming our local brand fans and visitors to experience firsthand our innovative and problem-solving apparel for both men and women in our newest Duluth Trading store."

The store hosted several events to celebrate the grand opening on Thursday, March 5th. At 9:45 a.m. Eastern Time, there was an official ribbon cutting ceremony with Duluth Trading management and local dignitaries on hand to do the honors. At 10:30 a.m. and 1:00 p.m. Eastern Time, there were 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