

## **Duluth Holdings Celebrates Grand Opening of its Twenty-Ninth Store in Grandville, Michigan**

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BELLEVILLE, Wis., Nov. 16, 2017 (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 29<sup>th</sup> store in Grandville, Michigan on November 16. The store is located at 3990 Rivertown Parkway, Grandville, MI 49418.

“Grandville will be our first store in Western Michigan to serve our strong customer base in Grand Rapids, Holland, Muskegon and the surrounding region,” said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. “In addition to a vibrant economy, Western Michigan is known for its abundance of outdoor and recreational activities and is distinctly aligned with *The Modern, Self-Reliant American Lifestyle* that is the hallmark of the Duluth Trading brand. We look forward to welcoming our brand fans and new customers to experience firsthand our innovative and problem-solving apparel and gear in our newest Duluth Trading store.”

The store will host several events to celebrate the grand opening on Thursday, November 16. At 9:00 a.m. Eastern Time, there will be an official ribbon cutting ceremony with local dignitaries on hand to do the honors. At 12 noon and 3 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 Belleville, 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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Duluth Trading Company