

## **Duluth Holdings Celebrates Grand Opening of its Twentieth Store in Warwick, Rhode Island**

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BELLEVILLE, Wis., April 27, 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 20<sup>th</sup> store in Warwick, Rhode Island, part of the Greater Providence Area. The store is located at 1000 Bald Hill Road, Warwick, RI 02886.

“Opening our 20<sup>th</sup> retail store in Warwick is a milestone for Duluth and it is also the fourth location in the eastern U.S to serve our largest concentration of customers,” said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. “We are delighted to bring our unique experience and solution-based apparel to southern New England, and we look forward to welcoming our loyal customers in the region and the many visitors who come to ‘The Ocean State’ for its beautiful ocean coastlines, lighthouses and parks.”

The store will host several events to celebrate the grand opening on Thursday, April 27. There will be an official ribbon cutting ceremony at 9:00 a.m. Eastern Time with members of the management team and local dignitaries on hand to do the honors. At noon and 3:00 p.m. Eastern Time, there will be a Lumberjack Show 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