

Duluth Holdings Celebrates Grand Openings of its Thirtieth Store in Waukesha, Wisconsin and Thirty-First Store in Wixom, Michigan

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BELLEVILLE, Wis., Nov. 29, 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 openings of its 30th store in Waukesha, Wisconsin on November 29, and its 31st store in Wixom, Michigan on November 30. The Waukesha store is located at 2310 W. Bluemound Road, Waukesha, WI 53186, and the Wixom store is located at 10900 Assembly Park Drive, Wixom, MI 48393.

“Waukesha and Wixom are our final two Duluth Trading stores opening in 2017, and we are very pleased to have them ready for our customers during the holiday season,” said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. “Waukesha is well situated to serve not only our many loyal Duluth fans in the Milwaukee metro region, but also the growing population along the Milwaukee Madison corridor. Wixom, on the western side of the Detroit metro area, is also highly accessible to Lansing and surrounding towns. We look forward to welcoming our many brand fans and new customers to experience firsthand our innovative and problem-solving apparel and gear in our two newest Duluth Trading stores.”

The Waukesha store will host several events to celebrate its grand opening on Wednesday, November 29. At 9:00 a.m. Central Time, there will be an official ribbon cutting ceremony with local dignitaries on hand to do the honors. At 10:30 a.m. and noon Central Time, there will be Lumberjack Shows to welcome our customers.

The Wixom store will celebrate its grand opening on Thursday, November 30 with a 9:00 a.m. Eastern Time ribbon cutting ceremony and Lumberjack Shows at noon and 3:00 p.m. Eastern Time 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.

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Duluth Trading Company