

## **Duluth Holdings Celebrates Grand Opening of its Twenty-Third Store in Red Wing, Minnesota**

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BELLEVILLE, Wis., July 14, 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 23<sup>rd</sup> store in Red Wing, Minnesota on July 15. The store is located at 307 Main Street, Red Wing, MN 55066.

"We are excited to open a combination store/outlet in Red Wing, a town of distinctive charm situated near the bluffs of the Mississippi River. Visitors from around the country come to Red Wing for its abundance of year-round outdoor activities and historic sites," said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. "Our many loyal customers throughout the region and visitors can now enjoy firsthand the unique Duluth Trading experience that celebrates the Modern, Self-Reliant American Lifestyle."

The store will host several events to celebrate the grand opening on Saturday, July 15. There will be an official ribbon cutting ceremony at 9:00 a.m. Central Time with local dignitaries on hand to do the honors. At noon and 3:00 p.m. Central 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