

Duluth Holdings Celebrates Grand Opening of its Eighteenth Store in Burlington, Massachusetts

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BELLEVILLE, Wis., March 23, 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 18th store in Burlington, Massachusetts, a suburb of Boston. The store is located outside the Mall at 112 Burlington Mall Road, Burlington, MA 01803.

"We are excited to open a Duluth store in the Greater Boston Area," said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. "The Burlington store will be our third location serving a major metro region on the East Coast. We have the largest concentration of Duluth customers in the eastern U.S. and are delighted to bring our unique shopping experience and solution-based apparel to our Duluth brand fans and new customers in the region."

The store will host several events to celebrate the grand opening on Thursday, March 23. There will be an official ribbon cutting ceremony at 9:00 a.m. Eastern Time with Duluth Trading representatives 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.

Investor and Media Contacts:
Donni Case (310) 622-8224
Johan Yokay (310) 622-8241
Duluth@finprofiles.com



Duluth Trading Company