

## **Duluth Holdings Announces Grand Opening of its Thirty-Third Store in West Fargo, North Dakota**

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BELLEVILLE, Wis., March 22, 2018 (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 33rd store in West Fargo, North Dakota on March 22. The store is located at 2261 Rustad Lane East, West Fargo, ND 58078.

“We are very excited to bring the unique shopping experience of a Duluth Trading store to West Fargo, one of the most vibrant and growing communities in the greater Fargo area,” said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. “Duluth Trading has long enjoyed great support from Fargo-area customers, who truly embrace the modern, self-reliant American lifestyle that is the hallmark of our brand. We look forward to welcoming our loyal and new customers to experience firsthand our innovative and problem-solving apparel for both men and women in our newest Duluth Trading store.”

The store will host several events to celebrate the grand opening on Thursday, March 22. At 9:00 a.m. Central Time, there will be an official ribbon cutting ceremony with Duluth Trading management and local dignitaries on hand to do the honors. At 10:30 a.m. and 12 p.m. Central 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