



Duluth Holdings Announces Grand Opening of its Forty-Fourth Store in Oklahoma City, Oklahoma

November 1, 2018

MOUNT HOREB, Wis., Nov. 01, 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 44th store in Oklahoma City, Oklahoma. The store is located at 6617 SW 3rd Street, Oklahoma City, OK 73128.

"We are very excited to open our first Oklahoma store in the state capital of Oklahoma City," said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. "Oklahoma City enjoys a vibrant and diverse economy and is a first-class visitor destination offering a variety of cultural and recreational activities as well as a celebration of its Western heritage. We are proud to welcome our many loyal Oklahoma customers and visitors to enjoy firsthand Duluth Trading's unique retail experience and our innovative solution-based apparel for men and women."

The store will host several events to celebrate the grand opening on Thursday, November 1. 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 12:00 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 Mount Horeb, 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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Source: Duluth Trading Company