



## Duluth Holdings Enters Houston Metro Area with Two New Stores

March 7, 2019

### 47th Store in Friendswood and 48th Store in Katy

MOUNT HOREB, Wis., March 07, 2019 (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 47<sup>th</sup> store in Friendswood, Texas, located at 18730 Gulf Freeway on March 7, and its 48<sup>th</sup> store in Katy, Texas, located at 24731 Katy Freeway on March 8.

"We are very excited to bring our unique retail experience and solution-based apparel to our many loyal customers in the Houston area," said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. "Our two new Duluth Trading stores are well located to serve the Houston metro region, which is the fourth most populous market in the U.S. Friendswood is south of the city on the Houston-Galveston corridor and Katy is located just west of Houston. We are looking forward to greeting many of our Duluth Trading brand fans at these back-to-back grand openings."

The grand opening of the Friendswood store will take place on Thursday, March 7, and the Katy location will celebrate the following day on Friday, March 8. Each store will host several events to celebrate their respective grand openings. At both locations, there will be an official ribbon cutting ceremony at 9:00 a.m. Central Time 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 to the new Friendswood and Katy stores, and from 10:00 a.m. to 1:00 p.m. Central Time, DivaQ will be giving BBQ demonstrations at both locations.

### 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](http://www.duluthtrading.com).

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Source: Duluth Trading Company