



Duluth Holdings Announces Grand Opening of its Forty-Ninth Store in Wichita, Kansas

March 21, 2019

MOUNT HOREB, Wis., March 21, 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 opening of its 49th store in Wichita, Kansas. The store is located at 2628 N. Greenwich Ct., Wichita KS 67226.

"We are excited to open our first Kansas store in Wichita, the State's largest city," said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. "We have many brand fans in the Wichita area and they enthusiastically greeted the news of a local Duluth Trading store. Now they have a hometown store where they can enjoy our unique shopping experience and a full array of our solution-based apparel and gear for men and women. We are truly pleased to welcome both new and current customers to our most recent Duluth Trading store."

The store will host several events to celebrate the grand opening on Thursday, March 21. 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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