



## Duluth Holdings Announces Grand Opening of its 50th Store in Spokane, Washington

April 11, 2019

MOUNT HOREB, Wis., April 11, 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 50<sup>th</sup> store in Spokane Valley, Washington. The store is located at 16314 E. Indiana Ave. Spokane Valley, WA 99216.

"We couldn't be more excited to open our 50<sup>th</sup> Duluth Trading store in Spokane Valley. This store is a milestone for us as it represents the half-way mark toward reaching our goal of 100 retail stores over the next few years," said Stephanie Pugliese, Chief Executive Officer of Duluth Trading.

"Spokane is the perfect location for this special occasion. It's an outdoor and sports haven where its citizens and visitors can enjoy a wide variety of activities year round. We have many Duluth Trading fans in the area who have embraced the Modern, Self-Reliant American Lifestyle that is the hallmark of our brand. We are so pleased that they can now experience in person our unique retail experience and solution-based apparel and gear for men and women."

The store will host several events to celebrate the grand opening on Thursday, April 11. At 9:00 a.m. Pacific 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. Pacific 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](http://www.duluthtrading.com).

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Source: Duluth Trading Company