

## **Duluth Holdings Celebrates the Grand Reopening of its Mt. Horeb Store**

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### **Flagship store at Company's Wisconsin headquarters renovated and expanded**

BELLEVILLE, Wis., Aug. 25, 2017 (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 reopening of its first store in Mt. Horeb, Wisconsin on August 26. The store is located at 100 West Main Street, Mt. Horeb, WI 53572.

"In 2010 we opened our first Duluth Trading retail store in Mt. Horeb and its tremendous success gave us the confidence to pursue our retail store expansion. Now 23 stores later, we are excited to reopen our newly renovated store in the same town where our product, marketing and merchandising offices are now located," said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. "With approximately 2,000 additional square feet of selling space, we have expanded our men's, women's and hardgoods lines and enhanced the unique retail experience of the Duluth Trading brand. Mt. Horeb has been very good to us and we are proud to present our town with a newly renovated store and later with a new Duluth Trading headquarters building just a few blocks away."

The store will host several events to celebrate the grand reopening on Saturday, August 26. There will be an official ribbon cutting ceremony at 9:00 a.m. Central Time with local dignitaries on hand to do the honors. At 10:30 a.m. and noon Central Time, there will be a Lumberjack Show 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