

## **Duluth Holdings Inc. Celebrates Grand Opening of New Store in Omaha, Nebraska**

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BELLEVILLE, Wis., July 07, 2016 (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 opening of its 11<sup>th</sup> store, located at 151 N. 78th St. Omaha, NE 68114. The 11,000 square foot store is the Company’s first in Nebraska.

“We have a very strong and loyal customer base in Omaha and are excited to open our 11<sup>th</sup> retail store to serve this community,” said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. “Retail store expansion is a key component of our growth strategy. By opening new stores, we provide an enhanced experience for our existing customers and raise our brand visibility with new customers. We are delighted that the people of Omaha and surrounding communities can now experience Duluth’s solution-based apparel and gear in person.”

The store will host several events to celebrate the grand opening. There was an official ribbon cutting ceremony at 9:00 a.m. central time on July 7 with Randy Thelen, Sr. Vice President of Economic Development, Omaha Chamber and Stephanie Pugliese of Duluth Trading on hand to do the honors. At both noon and 5:00 p.m. central time there will be a BBQ buffet and 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