

## **Duluth Holdings Announces Grand Opening of its Thirty-Fifth Store in Lubbock, Texas**

May 10, 2018 8:00 AM ET

### **First of three stores scheduled to open in Texas this year**

BELLEVILLE, Wis., May 10, 2018 (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 35<sup>th</sup> store in Lubbock, Texas. The store is located at 2510 W. Loop 289, Lubbock, TX 79407.

“We are excited to open our first Duluth Trading store in Texas where we have one of our largest customer concentrations of Duluth brand fans,” said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. “The City of Lubbock is the economic, educational and cultural hub of the South Plains region, which is also the largest contiguous cotton-growing region in the world. We are delighted to bring Duluth Trading’s solution-based apparel to the men and women of the South Plains region who lead a hands-on lifestyle and value a job well-done.”

The store will host several events to celebrate the grand opening on Thursday, May 10. At 9:00 a.m. Central Time, there will be an official ribbon cutting ceremony with Duluth Trading team members and local dignitaries on hand to do the honors. At 10:30 a.m. and 12 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 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).

### **Investor and Media Contacts:**

Donni Case (310) 622-8224

Johan Yokay (310) 622-8241

[Duluth@finprofiles.com](mailto:Duluth@finprofiles.com)

 [Primary Logo](#)

Duluth Trading Company