

## **Duluth Holdings Announces Grand Opening of its Thirty-Second Store in Anchorage, Alaska**

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### **Store showcases Alaskan Hardgear® product line**

BELLEVILLE, Wis., March 01, 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 32nd store in Anchorage, Alaska on March 1. The store is located at 8931 Old Seward Highway, Anchorage, AK 99515.

“We are very excited that Anchorage is our first new store to open in 2018. The modern, self-reliant American lifestyle that is the hallmark of the Duluth Trading brand is clearly evident in this region and, in fact, the rugged individualism of Alaska was the inspiration for our Alaskan Hardgear line,” said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. “We look forward to celebrating the success of Alaskan Hardgear, a high-performance apparel line that can withstand the test of extreme weather conditions, with our local and new customers as well as welcoming them to experience firsthand our innovative and problem-solving apparel for both men and women in our newest Duluth Trading store.”

The store will host several events to celebrate the grand opening on Thursday, March 1. At 9:00 a.m. Alaska Standard 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 p.m. Alaska Standard 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).

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Duluth Trading Company