

Duluth Holdings Inc. Celebrates Grand Opening of King of Prussia, Pennsylvania Store

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First Entry into the Eastern Market

BELLEVILLE, Wis., Oct. 21, 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 grand opening of its 14th store in King of Prussia, a suburb of Philadelphia, Pennsylvania. The store is located at 197 East Dekalb Pike, King of Prussia, PA 19406.

“The King of Prussia store is our first entry into the Eastern market, so we are very excited to bring our unique retail experience and solution-based apparel to our loyal customers in the region,” said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. “The Eastern market represents one of the largest concentrations of Duluth brand fans and we selected King of Prussia to launch our eastward expansion of retail stores. We are delighted that people visiting the major shopping destination of King of Prussia can now experience the full expression of our brand in this 'store like no other' new location.”

The store will host several events to celebrate the grand opening on Friday, October 21. There will be an official ribbon cutting ceremony at 9:00 a.m. Eastern Time with Stephanie Pugliese, Chief Executive Officer of Duluth Trading, and local dignitaries on hand to do the honors. At both noon and 5:00 p.m. Eastern Time, there will be a BBQ buffet and at noon and 3:00 p.m. Eastern Time, 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.

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Duluth Trading Company