

## **Duluth Holdings Inc. Joins Russell 2000 and Russell 3000 Indexes**

December 21, 2015 8:31 AM ET

BELLEVILLE, Wis., Dec. 21, 2015 (GLOBE NEWSWIRE) -- Duluth Holdings Inc. (dba, Duluth Trading Company) (“Duluth Trading”), a lifestyle brand of men’s and women’s casual wear, workwear and accessories, today announced that it was added to the Russell 2000 Index and the U.S. Broad-market Russell 3000 Index on December 18th as part of Russell’s quarterly addition of IPO companies.

“We are delighted to join the Russell Indexes, following our successful IPO in November,” said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. “We look forward to enhanced visibility to investors as a result of our inclusion.”

Russell Investments reconstituted its U.S. and global equity indexes to include recent Initial Public Offerings (IPOs) at market close on Friday, December 18, 2015. The Russell Indexes are widely used by investment managers and institutional investors as index funds and benchmarks for both active and passive investment strategies. Approximately \$5.2 trillion<sup>1</sup> in institutional assets are currently benchmarked to the Russell Indexes.

### **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)

---

<sup>1</sup> Source: <http://www.russell.com/indexes/americas/difference/default.page>

Investor and Media Contacts:  
Julie MacMedan (310) 622-8242  
Paige Hart (310) 622-8244  
Financial Profiles, Inc.  
[Duluth@finprofiles.com](mailto:Duluth@finprofiles.com)



Duluth Trading Company