

Duluth Holdings Celebrates Grand Opening of its Fifteenth Store in Manassas, Virginia

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Second Expansion into the Eastern Market

BELLEVILLE, Wis., Nov. 03, 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 15th store in Manassas, Virginia, a suburb of Washington D.C. The store is located at 11242 Bulloch Drive, Manassas, VA 20109.

"The Manassas store is our second expansion eastward and is a part of our strategy to build Duluth's retail presence in the East," said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. "The Eastern market has one of the largest concentrations of Duluth brand fans and we selected Manassas for its proximity to Washington D.C., the sixth largest metropolitan area in the U.S., and the nearly one million visitors who tour the nearby historic sites annually. We are delighted to bring our unique retail experience and solution-based apparel to our loyal customers and visitors to the region."

The store will host several events to celebrate the grand opening on Thursday, November 3. 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 noon and 5:00 p.m. Eastern Time, there will be a BBQ buffet and 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