

## **Duluth Holdings Celebrates Grand Opening of its Twenty-Fifth Store in Thornton, Colorado**

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### **First Entry into the Western Market**

BELLEVILLE, Wis., Sept. 07, 2017 (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 25<sup>th</sup> store in Thornton, Colorado on September 7. The store is located at 16557 Washington Street, Thornton, CO 80023.

“The Thornton store, which serves the Denver metropolitan area, is our first entry into the Western market, and we are very excited to bring our unique retail experience and solution-based apparel to our many loyal customers throughout the region,” said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. “Our local customers and visitors to the Denver area can now enjoy firsthand the unique Duluth Trading experience that celebrates both the Modern, Self-Reliant American Lifestyle that is the hallmark of our brand and the spirit of Colorado.”

The store will host several events to celebrate the grand opening on Thursday, September 7. There will be an official ribbon cutting ceremony at 9:00 a.m. Mountain Time with local dignitaries on hand to do the honors. At noon and 5:00 p.m. Mountain Time, there will be 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](http://www.duluthtrading.com).

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Duluth Trading Company