

## **Duluth Holdings Celebrates Grand Opening of its Seventeenth Store in Noblesville, Indiana**

March 2, 2017 8:01 AM ET

BELLEVILLE, Wis., March 02, 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 17<sup>th</sup> store in Noblesville, Indiana, a suburb of Indianapolis. The store is located at 13890 Cabela Parkway, Noblesville, IN 46060.

“We are excited to bring the Duluth Trading retail experience to the Indianapolis region, the second largest metro area in the Midwest and ‘The Crossroads of America,’” said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. “We are delighted to bring our unique retail experience and solution-based apparel to our loyal Duluth customers and the many visitors who come to the region for Hoosier hospitality and venues like the Indianapolis 500 race, the largest single-day sporting event in the world.”

The store will host several events to celebrate the grand opening on Thursday, March 2. There will be an official ribbon cutting ceremony at 9:00 a.m. Eastern Time with executives of Duluth Trading, and local dignitaries on hand to do the honors. At noon and 3:00 p.m. Eastern 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