

Duluth Holdings Celebrates Grand Opening of its Sixteenth Store in Independence, Missouri

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BELLEVILLE, Wis., Dec. 01, 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 16th store in Independence, Missouri, a suburb of Kansas City. The store is located at 18101 East Bass Pro Drive, Independence, MO 64055.

“We are delighted to open our 16th store in this historic city that was the main point of departure for so many American pioneers traveling west on the California, Oregon and Santa Fe Trails,” said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. “We have a very strong and loyal customer base in the metropolitan Kansas City area and we are excited to bring our unique retail experience and solution-based apparel to our customers and visitors to the region.”

The store will host several events to celebrate the grand opening on Thursday, December 1. There will be an official ribbon cutting ceremony at 9:00 a.m. At noon, there will be a catered chili lunch and a Lumberjack Show to welcome our customers. There will also be a repeat Lumberjack Show later in the day at 3 p.m. Central Time.

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