

## **Duluth Holdings Inc. Enters Chicago Metro Area with Two New Stores**

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### **First Build-to-Suit Store**

BELLEVILLE, Wis., Sept. 14, 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 two new stores in the Chicago metro market. The first is located in Hoffman Estates at 5190 Hoffman Boulevard, and the second in Downers Grove at 2966 Finley Road.

“We are very excited about opening two Duluth Trading retail stores to serve our Chicago metro area customers. Duluth fans around Chicago have been shopping with us through our online and catalog channels for years. It therefore became a top priority to bring our unique retail experience and solution-based apparel to our loyal customers in the region,” said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. “Chicagoland is a big first for Duluth. It is the first time we have opened two stores back-to-back in a new region. Hoffman Estates is also our first build-to-suit store and it will serve as a prototype for other store locations.”

The grand opening of the Hoffman Estates store will take place on Thursday, September 15, and the Downers Grove location will celebrate the following day on Friday, September 16. Each store will host several events to celebrate their respective grand openings. At both locations, there will be an official ribbon cutting ceremony at 9:00 a.m. Central Time with Stephanie Pugliese, Chief Executive Officer of Duluth Trading, on hand to do the honors. At both noon and 5:00 p.m. Central Time there will be a BBQ buffet and lumberjack show to welcome our customers to our Hoffman Estates and Downers Grove stores.

### **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