BON-TON

The Bon-Ton Stores, Inc. To Broadcast Review Of Second Quarter 2003 Results

York, PA, August 13, 2003 -- The Bon-Ton Stores, Inc. (NASDAQ: BONT) today announced that its results for the second quarter 2003 will be released on Thursday, August 21, 2003. You may access a copy of the earnings release on the Company's web site at www.bonton.com.

The Company will host a conference call on Thursday, August 21, 2003 at 10:00 a.m. eastern time to discuss second quarter 2003 results.

The Bon-Ton invites all interested parties to listen to its conference call. The conference call will be broadcast live through a web broadcast on the Company's website. To access the call, please visit the Company's website at www.bonton.com.

An online archive of the web cast will be available within two hours of the conclusion of the call and available until Friday, August 29, 2003.

You may also participate by calling 973-582-2700 at 9:55 a.m. eastern time on August 21, 2003. A taped replay of the conference call will be available within two hours of the conclusion of the call from Thursday, August 21, until Wednesday, August 27, 2003. The number to call for the taped replay is 1-877-519-4471 and the conference PIN is 4114149.

The Bon-Ton Stores, Inc. operates 72 department stores in targeted markets in Pennsylvania, New York, Maryland, New Jersey, Connecticut, Massachusetts, New Hampshire, Vermont and West Virginia. The stores carry a broad assortment of quality, brand-name fashion apparel and accessories for women, men and children, as well as distinctive home furnishings.