BON-TON

The Bon-Ton Stores, Inc. to Broadcast Review of First Quarter 2003 Results

YORK, Pa.--(BUSINESS WIRE)--May 15, 2003--The Bon-Ton Stores, Inc. (NASDAQ:BONT) today announced that its results for the first quarter 2003 will be released on Thursday, May 22, 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, May 22, 2003 at 10:00 a.m. eastern time to discuss first 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, May 30, 2003.

You may also participate by calling 1-706-643-3719 at 9:55 a.m. eastern time on May 22, 2003. A taped replay of the conference call will be available within two hours of the conclusion of the call from Thursday, May 22, until Tuesday, May 27, 2003. The number to call for the taped replay is 1-800-642-1687 and the conference identification number is 756395.

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.