



The Bon-Ton Stores, Inc. Announces May Sales

YORK, Pa.--(BUSINESS WIRE)--June 5, 2003--The Bon-Ton Stores, Inc. (Nasdaq: BONT) today announced comparable store sales for the four weeks ended May 31, 2003 decreased 0.9%.

Total sales for the month decreased 1.6% to \$51.1 million versus \$51.9 million reported for the same period last year.

Year-to-date total sales decreased 5.1% to \$192.2 million from \$202.5 million reported for the same period last year. Comparable store sales decreased 4.4%.

James H. Baireuther, Vice Chairman and Chief Administrative Officer, commented, "May sales were disappointing. A tough retail environment was compounded by cool, rainy weather in the northeast throughout the month. The majority of the sales shortfall was in apparel, as sales of seasonal merchandise were difficult. During the month, coats, home, shoes, accessories and juniors posted sales increases. We are aggressively promoting our value message and feel we are well positioned once the weather becomes more seasonal and the economy shows any sign of recovery."

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.

Statements made in this press release, other than statements of historical information, are forward looking statements and are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Such statements involve risks and uncertainties that may cause results to differ materially from those set forth in these statements. Factors that could cause such differences include, but are not limited to, risks related to retail businesses generally, additional competition from existing and new competitors, uncertainties associated with opening new stores or expanding or remodeling existing stores, the Company's presence in and dependence on limited geographic markets, the ability to attract and retain qualified management, the dependence upon key vendor relationships and the ability to obtain financing for working capital, capital expenditures and general corporate purposes. Additional factors that could cause the Company's actual results to differ from those contained in these forward looking statements are discussed in greater detail in the Company's periodic reports filed with the Securities and Exchange Commission.