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BON-TON *Bergner's Boston Store Carson's Elder-Beerman Herberger's Youngkers*

**The Bon-Ton Stores, Inc. Announces Closing of Its  
Bon-Ton Store at the Schuylkill Mall in Frackville,  
Pennsylvania**

**MILWAUKEE, WI (April 1, 2017)** –The Bon-Ton Stores, Inc. (NASDAQ: BONT), today announced it will close its Bon-Ton store at the Schuylkill Mall in Frackville, Pennsylvania. The company has entered into an agreement to sell the store property as of May 1, 2017, when the store will close. The closing will impact approximately 35 associates at this location.

“Closing a store is never an easy decision,” commented Kathryn Bufano, president and chief executive officer for The Bon-Ton Stores, Inc. “We would like to thank the loyal customers who have shopped with Bon-Ton over the years as well as our devoted store associates for their dedication and friendly customer service to this community.”

The affected associates at Bon-Ton’s Schuylkill Mall location will be offered the opportunity to interview for available positions at stores in the area or receive career transition benefits, including severance, according to established practices and state employment service support.

Customers are invited to shop at nearby Bon-Ton locations at Bloomsburg Mall, Bloomsburg, PA; Berkshire Mall, Reading, PA; Wyoming Valley Mall, Wilkes-Barre, PA or online at the company’s website at [bonton.com](http://bonton.com).

***About The Bon-Ton Stores, Inc.***

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 262 stores, which includes nine furniture galleries and four clearance centers, in 25 states in the Northeast, Midwest and upper Great Plains under the Bon-Ton, Bergner's, Boston Store, Carson's, Elder-Beerman, Herberger's and Youngkers nameplates. The stores offer a broad assortment of national and private brand fashion apparel and accessories for women, men and children, as well as cosmetics and home furnishings. For further information, please visit <http://investors.bonton.com>.

**MEDIA CONTACT:**

Christine Hojnacki

414-347-5329

[christine.hojnacki@bonton.com](mailto:christine.hojnacki@bonton.com)