



Your Store. Your Style. _____

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

**Bon-Ton Announces New Expanded Lease Space at Arnot Mall
in Elmira, New York**

MILWAUKEE—April 18, 2017— Bon-Ton announced they have signed a lease for a new expanded space in the Arnot Mall in Elmira, New York. The store will move from its current location to the former Macy's space located in the center of the mall's core shopping area. This move will increase Bon-Ton's footprint by more than 44,500 square feet in the new 120,000 square foot space.

Renovations to refresh and update the new Bon-Ton location will begin in May 2017 with plans to create a bigger, better shopping environment, including the addition of a furniture department and fine jewelry among other merchandising enhancements. The current store will remain open until the grand opening of the new store in September 2017.

"We are thrilled to be moving our Bon-Ton store to an expanded and more centralized location in the Arnot Mall, commented Kathryn Bufano, President and CEO of stores for The Bon-Ton Stores, Inc. "This new store will enable Bon-Ton to create an even better hometown shopping experience for our customers."

"Arnot Realty is excited to move forward with our plans for redevelopment in our 50th year, and the growth of Bon-Ton into a larger space is a very important part of our plan," said Peter Dugo, President of Arnot Realty Corporation, "We're thrilled for the continued partnership with Bon-Ton and look forward to seeing them grow as Arnot Mall continues our transformation and the unveiling of our future."

Bon-Ton has been in the Arnot Mall since 1995 and looks forward serving customers in this community for many years to come.

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 9 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 Younkers 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. The Bon-Ton Stores, Inc. is an active and positive participant in the communities it serves. For further information, please visit thebontonstoresinc.com or the company's web site at bonton.com. Join the conversation and be inspired by following Bon-Ton on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and the fashion, beauty and lifestyle blog, [#LoveStyle](#).

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