



December 15, 2016

Bon-Ton Family of Department Stores is Giving Away \$1 Million in Gift Cards This Sunday, December 18, Starting at 7:00 a.m.

The first 400 people in every store receive a free gift card valued between \$5 and \$500

MILWAUKEE, Dec. 15, 2016 (GLOBE NEWSWIRE) -- The Bon-Ton Stores, Inc. (NASDAQ:BONT) which operates Bon-Ton, Boston Store, Bergner's, Carson's, Elder-Beerman, Herberger's and Younkers stores, is spreading the joy this holiday season by giving customers a special bonus when they shop at their hometown store. Starting at 7 a.m. this Sunday, December 18, each store will give the first 400 customers (while supplies last) a gift card valued between \$5 and \$500 with one guaranteed \$500 winner at every store location. In total, the retailer will give away a total of \$1 million in gift cards. An entrance at each store will be identified with signs and open at 6:45 a.m. for customers to line-up out of the cold weather before the store opens.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/7bb0b503-a0dc-44c4-a1e4-a2bdc14407e4>

"At Bon-Ton we appreciate our customers and we are sharing the joy with them this holiday season during our \$1 million gift card giveaway," says Kathryn Bufano, President & CEO, The Bon-Ton Stores, Inc. "As the hometown department store, giving our customers a special surprise when they walk in to our store lets them know we care."

The gift cards have no exclusions or expiration and can be given as a gift or used as tender and combined with coupons to shop immediately in any Bon-Ton family of department stores. With just seven shopping days remaining, customers can also take advantage of Bon-Ton's Last Minute Gift Sale that also begins Sunday with special bonus buys, deals and a \$50 off \$100 coupon, available on the company's mobile app (some exclusions apply), to use for last minute holiday gifts.

In compliance with state laws, four North Dakota Herberger's store locations will open at Noon and begin handing out gift cards to customers; Bismarck, ND at Kirkwood Mall, Dickinson, ND at Prairie Hills Mall, Minot, ND at Dakota Square and Fargo, ND at West Acres. There is a limit of one gift card per customer, and customers must be 18 or older to receive a gift card. In addition, clearance centers, furniture galleries and Carson's Riverside Plaza store are excluded from this promotion.

About The Bon-Ton Stores, Inc.

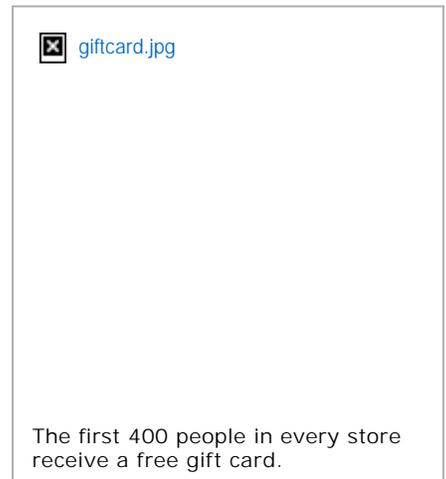
The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 267 stores, which includes 9 furniture galleries and five clearance centers, in 26 states in the Northeast, Midwest and upper Great Plains under the Bon-Ton, Bergner's, Boston Store, Carson's, 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 store locations and information, visit 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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 Primary Logo

Source: The Bon-Ton Stores, Inc.

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