



December 9, 2016

Bon-Ton Stores Very Merry Gift Guide Makes Online Holiday Shopping Fun and Easy

Access the Very Merry Gift Guide on Bon-Ton's newly enhanced mobile app

Enter for a chance to win the Very Merry Gift Sweepstakes and take home \$18,000 in prizes, win every item on the gift guide list

MILWAUKEE, Dec. 09, 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, has fashionable gifts for everyone on your list this holiday season. To make shopping fun and easy, Bon-Ton's website and mobile app is featuring an exclusive online [Very Merry Holiday Gift Guide](#). The 26-day guide features unique personality- and interest-based gift categories designed to get that "I love it; how did you know!" response. Now through December 24, online guests will have the opportunity to enter for a chance to win that day's featured items or a \$25 gift card. One lucky winner will win all 260 items featured in the guide, a grand prize with an estimated value of \$18,000.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/3cc7f079-572d-47ae-8c4f-eace55ada1c7>

A few of the unique Very Merry Gift Guide categories include:
[Fun & Unique ideas for Teens & Tweens](#): Creative gift ideas for teens that please even the toughest critics. Some of our favorites include a Vera Bradley Leighton Backpack, Layla Polar Bear Lounger and Bright Tunes Indoor/Outdoor Multi Colored Lights with Bluetooth speakers.

[Gifts for the Trend Setter](#): For fashionistas who have their finger on the fashion pulse and always have an eye on the next must-have item or accessory, this list includes the Kate Spade New York Magic Glitter Dial Watch, Michael Kors Sabrina Mid Ankle Booties and Ray-Ban Clubround Sunglasses.

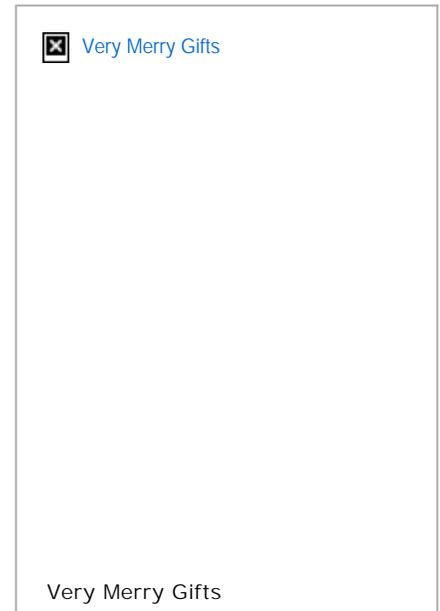
[Cozy Gifts for the Homebody](#): There's something special about something cozy for the holiday season. Our favorite snuggle up and warm up picks include UGG Dakota Causal Moccasins, LivingQuarters Grey Sweater Throws and the West Bend Stir Crazy 6-Qt Popcorn Popper.

[Gifts for the Coffee Connoisseur](#): Wake up and smell the coffee with one of these items and you can't go wrong for a special loved one. Gifts include a Keurig K20 Plus Series Single Serve Coffeemaker, Hot Sox Men's Coffee Dress Socks or a Kate Spade New York Gold Stripe Thermal Mug.

Access the Very Merry Gift Guide from your desktop, tablet or newly enhanced Bon-Ton mobile app recently updated to deliver a more seamless shopping experience for customers. The app now integrates with Bon-Ton's responsive e-commerce site and allows for access to a customer's online shopping history, improving the experience for the customer while searching for products on our site as well as a better check out experience. In addition to having access to the best coupons and offers from the app, now Your Rewards and LoveStyle program members can easily access their earned Rewards Cards through the app for redemption online and in stores.

Whether shopping in-store or online at www.bonton.com, www.bergners.com, www.bostonstore.com, www.carsons.com, www.elder-beerman.com, www.herbergers.com and www.younkers.com, customers will enjoy an incredible experience with options to meet shoppers preferences. Bon-Ton's "[Buy Online. Pick Up In-Store](#)" service offers online shoppers the option to select which items to pick-up in-store and which items they wish to have shipped directly their home.

Online orders will receive free standard shipping with a minimum \$50 purchase when entering the free shipping promo code available on the web site. Orders received by midnight on December 21 will be delivered by Christmas.



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](#)

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