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The Bon-Ton Stores, Inc. Expands Customer Loyalty Program with Launch of LoveStyle Rewards

MILWAUKEE, Oct. 13, 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, announced that it has expanded its customer loyalty program with its new LoveStyle Rewards.

Shoppers can now earn rewards any way they pay when they shop at Bon-Ton Stores. In addition to Bon-Ton's current YOUR REWARDS proprietary credit card and loyalty program, customers paying with any other tender can now earn Reward Cards. With the new LoveStyle Rewards program, a customer who spends \$200 with a third party credit card, cash, check or gift card, will receive a \$10 LoveStyle Rewards Card. Customers who spend \$200 with a YOUR REWARDS Credit Card will receive a \$20 Rewards Card.

 [LoveStyleRewards.jpg](#)

"We value our loyal customers who shop with us," said Kathryn Bufano, president and CEO for The Bon-Ton Stores, Inc. "We continue to make changes to create a better shopping experience at Bon-Ton. With LoveStyle Rewards all of our customers can earn Rewards—any way they pay."

Members may earn "Double It" Rewards or earn "Bonus Rewards" based on featured categories or special events throughout the year. Customers can also "stack" their Rewards Cards for every \$50 a customer spends. Rewards can be earned on purchases made in-store at any of the Bon-Ton family of stores, or online at one of the seven company [websites](#).

Customers can sign up for [LoveStyle Rewards](#) both in-store and online by simply providing a name, phone number and email address. Rewards are conveniently delivered monthly via email.

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, Boston Store, Bergner's, 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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