

THE BON-TON STORES, INC.

BON-TON BERGNER'S BOSTON STORE CARSON'S ELDER-BEERMAN HERBERGER'S YOUNKERS

Earnings Release and Conference Call Dates for Fiscal 2015:

<u>Release Date</u>	<u>Quarter</u>
May 21, 2015	Quarter 1, ended May 2, 2015
August 20, 2015	Quarter 2, ended August 1, 2015
November 19, 2015	Quarter 3, ended October 31, 2015
March 15, 2016	Quarter 4 and Fiscal 2015, ended January 30, 2016

Annual Shareholder's Meeting: June 16, 2015