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

The Bon-Ton Stores, Inc. Announces August Closing of Its Bon-Ton Store at the Maine Mall in South Portland

MILWAUKEE, WI (June 12, 2017) –The Bon-Ton Stores, Inc. (NASDAQ: BONT), today announced it will close its Bon-Ton store at the Maine Mall in South Portland, Maine at the end of August, 2017. The closing will impact approximately 55 associates at this location.

“Bon-Ton evaluates its store portfolio on an ongoing basis to determine our stores long-term viability,” commented Steve Byers, Executive Vice President of Stores for The Bon-Ton Stores, Inc. Closing a store is never an easy decision and we would like to thank the customers who have shopped with Bon-Ton as well as our store associates for their dedication and friendly customer service to this community.”

The affected associates at the Bon-Ton Maine Mall location will receive career transition benefits, including severance, according to established practices and state employment service support.

The store will remain open until the end of August. Customers are invited to shop at the company’s website at bonton.com.

About The Bon-Ton Stores, Inc.

The Bon-Ton Stores, Inc., with corporate headquarters in York, New York and Milwaukee, Wisconsin, operates 261 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.

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