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

The Bon-Ton Stores, Inc. Announces Closing of Its Bon-Ton Store in Hagerstown, Maryland

MILWAUKEE, WI (July 20, 2017) –The Bon-Ton Stores, Inc. (NASDAQ: BONT), today announced it will close its store at the Valley Mall in Hagerstown, Maryland early next year when its lease expires February 28, 2018. The store will be open for business to customers through February 2018. The closing will impact approximately 55 associates currently working at this location.

“Closing this store was a difficult decision,” commented Bill Tracy, incoming president and chief executive officer for The Bon-Ton Stores, Inc. “We would like to thank the loyal customers who have shopped with Bon-Ton over the years as well as our devoted store associates for their dedication and friendly customer service to this community. We will continue serving our customers in this store through February 2018, providing the same great service and merchandise.”

In February, associates at this location will be offered the opportunity to interview for available positions at stores in the area or receive career transition benefits, including severance, according to established practices and state employment service support.

Customers are invited to shop at the nearby Bon-Ton department store locations at Martinsburg Mall in Martinsburg, WV and Chambersburg Mall in Chambersburg, PA. Customers may also visit 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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