



May 2, 2017

The Bon-Ton Stores, Inc. Names Norm Veit as Executive Vice President, Chief Information Officer

YORK, Pa., May 2, 2017 /PRNewswire/ -- **The Bon-Ton Stores, Inc.** (NASDAQ: BONT) today announced the appointment of Norm Veit to the position of Executive Vice President, Chief Information Officer of the Company, effective Monday, May 1, 2017. Mr. Veit will have responsibility for IT strategy and operations.



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

Veit brings more than 35 years of valuable experience to Bon-Ton, having held a variety of leadership roles in retail companies throughout his career. He most recently served as Chief Information Officer and EVP, Distribution, Real Estate & Facilities for Nine West Holdings, Inc. In this role, Veit was responsible for the company's global IT strategy and operations, revamping retail systems to improve efficiency, enhancing the customer shopping experience, and all corporate real estate and facilities operations. Previous assignments at Nine West include Sr. Vice President Corporate MIS and Vice President, MIS. Mr. Veit studied Business Administration at Temple University.

Commenting on Mr. Veit's appointment, Bill Tracy, Chief Operating Officer, said, "We are delighted to have Norm join our executive leadership team. He brings extensive knowledge in IT operations as well as strategic planning to Bon-Ton. We also look forward to benefitting from his retail systems expertise and his capabilities to enhance customer shopping experience."

About The Bon-Ton Stores, Inc.

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 261 stores, which includes nine 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 <http://investors.bonton.com>.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/the-bon-ton-stores-inc-names-norm-veit-as-executive-vice-president-chief-information-officer-300448363.html>

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