



February 28, 2017

## The Bon-Ton Stores, Inc. to Report Fourth Quarter and Full Year Fiscal 2016 Results

YORK, Pa., Feb. 28, 2017 (GLOBE NEWSWIRE) -- The Bon-Ton Stores, Inc. (NASDAQ:BONT) today announced that its financial results for the fourth quarter and full year fiscal 2016 will be released on Tuesday, March 14, 2017. The company will host a conference call at 10:00 a.m. eastern time to discuss the financial results, followed by a question and answer session.

Investors and analysts interested in participating in the call are invited to dial (888) 504-7960 at 9:55 a.m. eastern time. A taped replay of the conference call will be available within two hours of the conclusion of the call and will remain available through Tuesday, March 21, 2017. The number to call for the taped replay is (844) 512-2921 and the replay PIN is 7019074. The conference call will also be broadcast on the company's website at <http://investors.bonton.com>. An online archive of the webcast will be available within two hours of the conclusion of the call.

### ***About The Bon-Ton Stores, Inc.***

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 263 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>.

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Source: The Bon-Ton Stores, Inc.

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