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

The Bon-Ton Stores, Inc. Announces January Closing of Its Machesney Park Bergner's Store

MILWAUKEE, WI (October 11, 2016) –The Bon-Ton Stores, Inc. (NASDAQ: BONT), today announced it will close its Bergner's store in Machesney Park Mall in Machesney Park, Illinois. The Company will not renew the lease, which terminates January 31, 2017. The closing will impact approximately 43 associates at this location. The store will remain open until the end of its lease term.

"Closing this store was a difficult decision," commented Kathryn Bufano, president and chief executive officer for The Bon-Ton Stores, Inc. "We would like to thank the loyal customers who have shopped with Bergner's over the years as well as our devoted store associates for their dedication and friendly customer service to this community."

The affected associates in the Machesney Park Bergner's 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 company's nearby store locations: Bergner's at Cherryvale Mall, Rockford, Illinois; Elder-Beerman at Eclipse Center, Beloit, Wisconsin and Boston Store at Janesville Mall, Janesville, Wisconsin.

About The Bon-Ton Stores, Inc.

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 267 stores, which includes 9 furniture galleries and five clearance centers, in 26 states in the Northeast, Midwest and upper Great Plains under the Bon-Ton, Boston Store, Bergner's, 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 the investor relations section of the Company's website at <http://investors.bonton.com>.

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