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## The Bon-Ton Stores, Inc. Names Chad Stauffer as President of Merchandising and Marketing

MILWAUKEE, Dec. 05, 2017 (GLOBE NEWSWIRE) -- **The Bon-Ton Stores, Inc.** (OTCQX:BONT) today announced the promotion of Chad Stauffer to the position of President of Merchandising and Marketing for the Company, effective immediately. Mr. Stauffer will have responsibility leading the company's merchandising, marketing and ecommerce strategy.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/50a2eee8-0dc9-4704-ab35-093bc5eb523e>

Stauffer has spent ten years at Bon-Ton, most recently serving as Executive Vice President of Merchandising. He was previously Senior Vice President and General Merchandise Manager of Men's, Children's and Home, and prior to that Group Vice President of Private Brand Strategic Planning and Product Development for Men's and Children's for the Company. Mr. Stauffer previously worked at Belk Department stores as Vice President and Divisional Merchandise Manager of Home Store, and prior to that, as Vice President and Divisional Merchandise Manager of Children's Apparel, Accessories & Toys. He has also held positions on the merchandise teams at Sports Authority, Kohl's, J.C. Penney, and May Department Stores.

Commenting on Mr. Stauffer's appointment, Bill Tracy, President and Chief Executive Officer, said, "We're thrilled to recognize Chad's contributions to Bon-Ton and proven leadership skills with this promotion. We are confident that, in this newly created role, he will drive continued execution of our merchandising and marketing strategies as our broader management team remains focused on our comprehensive turnaround plan to drive improved performance and establish a sustainable capital structure that will help us succeed long term."

Mr. Stauffer stated, "I am excited about taking on this new role and working with our marketing and ecommerce teams to implement our key initiatives. We remain focused on building powerful merchandising assortments that meet our customers' needs across a broad spectrum of occasions, as well as improving customer engagement through refinement of our marketing programs."

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

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 260 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 Youngers 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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 Chad Stauffer

Chad Stauffer, President of Merchandising and Marketing

 Primary Logo

Source: The Bon-Ton Stores, Inc.

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