



November 24, 2017

Bon-Ton Stores Launch Cyber Monday Sale At 6am (EST) Sunday, November 26 Through Midnight Monday, November 27

OVER 400 CYBER MONDAY ONLINE BONUS BUYS

MILWAUKEE, Nov. 24, 2017 /PRNewswire/ -- The Bon-Ton Stores, Inc. (OTCQX: BONT) Two-Day Cyber Monday Sale starts Sunday, November 26 starting at 6:00 a.m. (EST) through midnight on Monday, November 27 on its seven websites: bonton.com, bergners.com, bostonstore.com, carsons.com, elder-beerman.com, herbergers.com and yunkers.com. Online shoppers can access an exclusive promo code for \$50 off a \$100 or more online purchase (some exclusions apply) on the website home page starting at 6:00 a.m. (EST) Sunday, November 26. Shoppers will also receive free standard shipping with any \$25 or more purchase during the two-day Cyber Sale.



Here's a sneak peek at some Cyber Monday deals:

- | Up to 70% off select outerwear for ladies, men and kids
- | \$19.97 any size Living Quarters down alternative reversible comforters
- | Sharper Image GPS location with camera drone 1080P for \$279.97
- | Up to 70% off a huge selection of dresses
- | \$39.97 cashmere sweaters for her
- | 20% off select mascaras
- | Up to 70% off designer clearance handbags
- | \$19.97 Rampage boots and jackets
- | 50% off FAO Schwarz toys
- | Up to 70% off clearance fine jewelry

In addition to the 400 online Bonus Buys, customers can also shop over 200 in-store Bonus Buys Sunday, November 26 through Monday, November 27.

Bon-Ton stores will also offer a 25% off savings pass on sale-priced merchandise which can be redeemed online or in stores Sunday and Monday. The savings pass will be featured the company's website homepages: bonton.com, bergners.com, bostonstore.com, carsons.com, elder-beerman.com, herbergers.com and yunkers.com.

New this year, Bon-Ton will continue its Cyber Monday event all week and unveil fresh exciting Cyber Week online deals through December 2.

The Bon-Ton family of department stores, offering Better Brand and Bigger Savings, is a one-stop shopping destination for holiday gifts for the entire family and home with thousands of unique and fashionable items available online. Here's some of gift-giving ideas from the 2017 [holiday gift guide](#).



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