



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

The Bon-Ton Stores, Inc. Announces Closing of Its Bon-Ton Store in Massena, New York

MILWAUKEE, WI (November 28, 2017) –The Bon-Ton Stores, Inc. (OTCQX: BONT), today announced it will close its Bon-Ton at the St. Lawrence Centre in Massena, New York early next year when its lease expires January 31, 2018. The store will be open for business to customers through the end of January. The closing will impact approximately 35 associates currently working at this location.

“We would like to thank the loyal customers who have shopped with Bon-Ton over the years as well as our devoted store associates for their dedication and friendly customer service to this community,” commented Bill Tracy, president and chief executive officer for The Bon-Ton Stores, Inc.

In January, associates at this location will be offered the opportunity to interview for available positions at other store locations or receive career transition benefits, including severance, according to established practices and state employment service support.

Customers are invited to visit the company’s website at bonton.com to continue to access promotions and shop an expanded merchandise assortment.

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 24 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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