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Bon-Ton Stores Offer New Online Fashion Solutions with "Style2Go"

MILWAUKEE, July 13, 2017 /PRNewswire/ -- The Bon-Ton Stores, Inc. (NASDAQ: BONT), has launched "Style2Go", a new online fashion solution created to make buying trend right outfits quick and easy. Each week, Bon-Ton stylists create five looks to fit a variety of lifestyles: casual, weekend, office to evening, active and special occasion. Unveiled online every Friday morning, each outfit can be accessed with just one click to purchase the outfit or mix and match.



"Bon-Ton's Style2Go provides outfit shopping solutions for our online customers," commented Luis Fernandez, Chief Marketing Officer, The Bon-Ton Stores, Inc. "We know our customers are busy so we want to make shopping for head to toe looks easy. With five new Style2Go outfits each week, customers will be inspired to visit our website regularly for their wardrobe needs."

Style2Go outfits include a variety of products and accessories from shoes, tops and pants to dresses, handbags, jewelry and more. Every week [Style2Go](#) outfits change, inspiring online guests to explore new unexpected fashion combinations helping them to look their very best.

About The Bon-Ton Stores, Inc.

The Bon-Ton Stores, Inc., with corporate headquarters in York, New York and Milwaukee, Wisconsin, operates 261 stores, which includes 9 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 thebontonstoresinc.com or the company's web site at bonton.com.



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

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