



## The Bon-Ton Stores, Inc. Announces Participation in Wells Fargo Consumer Growth Conference

YORK, Pa., Oct 20, 2009 (BUSINESS WIRE) -- **The Bon-Ton Stores, Inc. (NASDAQ: BONT)** today announced management will participate in the 2009 Wells Fargo Consumer Growth Conference in New York City at The New York Palace Hotel. Bud Bergren, President and Chief Executive Officer; and Keith Plowman, Executive Vice President and Chief Financial Officer, are scheduled to present on Tuesday, October 27, 2009 at 11:15 a.m. Eastern Time.

The presentation will be broadcast through a web broadcast on the Company's website. To access the web broadcast, please visit the Company's website at <http://investors.bonton.com>. An online archive of the web cast will be available within two hours of the conclusion of the presentation.

The Bon-Ton Stores, Inc. operates 279 stores, including 12 furniture galleries, in 23 states in the Northeast, Midwest and upper Great Plains under the Bon-Ton, Bergner's, Boston Store, Carson Pirie Scott, Elder-Beerman, Herberger's and Younkers nameplates and, in the Detroit, Michigan area, under the Parisian nameplate. The stores offer a broad assortment of brand-name fashion apparel and accessories for women, men and children, as well as cosmetics and home furnishings. For further information, please visit the investor relations section of the Company's website at <http://investors.bonton.com>.

SOURCE: The Bon-Ton Stores, Inc.

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