



The Bon-Ton Stores, Inc. Announces "Shop for a Cure"

~ *Charge Against Breast Cancer*(TM) Goal of \$250,000 ~

YORK, Pa., Oct 05, 2009 (BUSINESS WIRE) -- **The Bon-Ton Stores, Inc. (NASDAQ: BONT)** announced today the official kick-off to National Breast Cancer Awareness Month with special promotions to support breast cancer research. On Wednesday, October 7, Bon-Ton will hold a "Shop for a Cure" one-day shopping event. The Company will donate 1% of all purchases made on its proprietary credit card on October 7 to fund breast cancer research.

Now through October 30, Bon-Ton will have a "pink shop" in every store with a portion of the proceeds from the sale of each item in the shop being donated to fund breast cancer research. A special collection of 20 items will be sold in the pink shop for men, women and children, such as a stylish, reusable grocery tote designed by Sheryl Crow for \$9.99, a pink hydration bottle with the signature pink ribbon for \$6.99, men's pink ribbon cuff links for \$24.99, insulated fashionable lunch bags in a variety of colors for \$10 and a spa-pampering tote with lotions, slippers and bubble bath for \$19.99. All items are available for purchase in-store and several items are available online during the month of October.

"For more than 10 years, the contributions from our 'Charge Against Breast Cancer' program have funded important research, which is critical to find a cure for this disease," said Bud Bergren, President and Chief Executive Officer. "During October, our goal is to raise \$250,000, and we believe our customers share our commitment to this cause."

In addition to offering customers a great shopping experience, Bon-Ton supports its communities by promoting and raising money and awareness for non-profit organizations, like its Goodwill Sale and Community Day event. Through its partnerships with non-profit organizations, Bon-Ton touches its customers in all of its communities as well as their friends and family members who benefit from these organizations.

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, under the Parisian nameplate, stores in the Detroit, Michigan area. 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.

SOURCE: The Bon-Ton Stores, Inc.

The Bon-Ton Stores, Inc.
Mary Kerr, 717-751-3071
Vice President
Investor and Public Relations
mkerr@bonton.com

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