



## The Bon-Ton Stores, Inc. to Broadcast Review of Second Quarter Fiscal 2009 Results

YORK, Pa., Aug 11, 2009 (BUSINESS WIRE) -- **The Bon-Ton Stores, Inc. (NASDAQ: BONT)** today announced that its results for the second quarter fiscal 2009 will be released on Thursday, August 20, 2009.

The Company will host a conference call on Thursday, August 20, 2009 at 10:00 a.m. Eastern time to discuss second quarter fiscal 2009 results, followed by a question and answer session.

Investors and analysts interested in participating in the call are invited to dial (888) 715-1393 at 9:55 a.m. Eastern time. A taped replay of the conference call will be available within two hours of the conclusion of the call and will remain available through Thursday, September 3, 2009. The number to call for the taped replay is (888) 203-1112 and the conference PIN is 4504198.

The conference call will also be broadcast on the Company's website at <http://investors.bonton.com>. An online archive of the webcast will be available within two hours of the conclusion of the call and will remain available through Thursday, September 4, 2009.

The Bon-Ton Stores, Inc. operates 280 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.

The Bon-Ton Stores, Inc.  
Mary Kerr, 717-751-3071  
Vice President  
Investor and Public Relations  
[mkerr@bonton.com](mailto:mkerr@bonton.com)

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