



## Doing Good Has Its Rewards at Bon-Ton Goodwill Sale Event

### *~Seeking A Million Acts of Goodwill~*

YORK, Pa., Sep 08, 2009 (BUSINESS WIRE) -- **The Bon-Ton Stores, Inc. (NASDAQ: BONT)** is encouraging customers to participate in its million acts of Goodwill through the semi-annual Bon-Ton Goodwill Sale, which will be held Wednesday, September 16 through Tuesday, September 29. The popular retail trade-in promotion is a successful collaboration between The Bon-Ton Stores, Inc. and Goodwill Industries International. Consumers who donate clean, gently-used clothing and home textiles at participating locations will receive a coupon for every single item they donate. The coupon will be good for 20% off new fall apparel, shoes and accessories merchandise and 15% off cosmetics, fragrances and home store merchandise.

This year, with more job seekers coming for help than ever before, Goodwill needs more donations to fund the services it provides. Through the Bon-Ton Goodwill Sale, millions of pounds of clothing are donated, which will then be sold in more than 2,300 Goodwill retail stores. The revenue generated from the sales goes toward job training programs, employment placement services and other community programs for people who need it most in local communities.

Every customer who donates gently-used apparel at a Bon-Ton store during the Goodwill Sale event is contributing an "Act of Goodwill" to help others. Bon-Ton is seeking a million people to support this mission by donating and registering their commitment on [www.millionactsofgoodwill.com](http://www.millionactsofgoodwill.com). In exchange for their support, customers will receive a 25% in-store coupon and a chance to win a \$100 shopping spree instantly. Now through September 29, registered consumers will also be entered into the grand-prize sweepstakes for a trip for two to Los Angeles and a tour of Universal Studios.

"Bon-Ton has a long history of supporting the communities in which we operate," said Bud Bergren, president and chief executive officer of The Bon-Ton Stores, Inc. "The Goodwill Sale is not just a major sales event; it's an event that has the power to transform lives."

"By donating gently-used items as part of the Goodwill Sale, Bon-Ton customers are doing their part to provide us with the necessary resources to fund our critical job training programs," said Jim Gibbons, president and CEO of Goodwill Industries International. "These job training programs help families to achieve economic stability. Through our valuable partnership with Bon-Ton, its customers are helping us to increase our job placement rate."

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. The Goodwill sale event is just one of the ongoing charitable partnerships the Company has developed on a local level. Bon-Ton continues to be an active and positive participant in the communities that it serves. In addition to offering customers a great shopping experience, The Bon-Ton Stores, Inc. also supports its communities by promoting and raising money and awareness for non-profit organizations. Through these partnerships, Bon-Ton touches customers in all of its communities as well as their friends and family members who benefit from these organizations. Visit [www.bonton.com](http://www.bonton.com) for more information.

Goodwill Industries International is one of North America's most recognized nonprofit organizations and a leading social services enterprise with a network of 183 community-based, independent agencies in the United States, Canada and 14 other countries. Each organization serves people who have disabilities, lack education or job experience or face employment challenges. To find a local Goodwill(R) store, use the online locator at [www.goodwill.org](http://www.goodwill.org) or call (800) 664-6577.

SOURCE: The Bon-Ton Stores, Inc.

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