



FOR IMMEDIATE RELEASE

DONATE, SHOP AND SAVE DURING THE SPRING GOODWILL® SALE AT BON-TON STORES

MARCH 14 – 24, 2018

Donations Directly Support Your Local Community

MILWAUKEE, WI — March 8, 2018 — The Bon-Ton Stores, Inc. (OTCQX: BONT), which operates Bon-Ton, Bergner's, Boston Store, Carson's, Elder-Beerman, Herberger's and Younkers stores invites you to clean out your closets, save on new spring fashions and help transform lives in your local community. Shoppers can drop off donations of clothing, shoes, accessories and household goods for their local Goodwill organizations at Bon-Ton Stores retail locations. In exchange, customers receive three generous coupons for each item donated for up to 30 percent on apparel and 15 percent on cosmetics and fragrances to use in-store and online. Donations are being accepted now through March 24 and coupons can be used during the 11-day spring Goodwill Sale from March 14-24. Customers can do good and help create employment placement and job training programs for people in areas where Bon-Ton stores are located.

Donation suggestions:

- Men's and Ladies' shirts & blouses
- Skirts
- Dresses
- Men's and Ladies' denim
- Men's and Ladies' business suits
- Men's, Ladies' and Children's outerwear
- Shoes (athletic, dress, and casual)
- Jewelry
- Accessories, belts, scarves
- Soft home goods such as blankets and bedspreads
- Luggage

During the spring and fall events in 2017, Bon-Ton customers donated 2.9 million pounds of clothing and household items, enough to fill 36 semi-trucks. The impact of these contributions is 425,000 hours of Goodwill job placement, job training, skills enrichment and other community-based services, such as financial education and mentoring.

“Every donation makes a difference,” said Jim Gibbons, president and CEO of Goodwill Industries International. “Goodwill’s founding principle is that work has the power to change lives through dignity and independence. For almost a quarter-century, Bon-Ton has been a generous partner in serving and strengthening local communities.”

For customers who would like to contribute in a different way, they may make a \$1 donation in-store or online to receive additional Goodwill Sale event coupons. All donations support Goodwill’s employment placement and job training programs. Services provided by Goodwill organizations support people with disadvantages and disabilities, veterans and military families, older workers, youth and young adults, and anyone facing a difficult time advancing in their career.

The Goodwill Sale takes place twice a year in the spring and fall. Since 1994, the Goodwill Sale cause-marketing collaboration has generated an estimated value of more than \$184 million in revenue to support Goodwill’s employment services.

For more information about the Bon-Ton Goodwill Sale and how to enter for a chance to win a \$500 shopping spree starting March 14, visit bonton.com/goodwill.

About The Bon-Ton Stores, Inc.

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 254 stores, which includes nine furniture galleries, in 23 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. Join the conversation and be inspired by following Bon-Ton on [Facebook](#), [Twitter](#), [Instagram](#), and [Pinterest](#).

ABOUT GOODWILL INDUSTRIES INTERNATIONAL

Goodwill Industries International (GII) is a network of 162 community-based, autonomous organizations in the United States and Canada with a presence in 13 other countries. GII is a 501(c)(3) nonprofit that is recognized by GuideStar with its Platinum Seal of Approval, the organization's highest rating for charities. GII was also ranked by Enso as the #1 brand doing the most good in the world for two consecutive years, and was the only nonprofit brand rated in *Forbes'* 20 most inspiring companies for three consecutive years. Local Goodwill organizations are innovative and sustainable social enterprises that create job training programs, employment placement and other community-based programs by selling donated clothing and household items in more than 3,300 stores collectively and online at shopgoodwill.com[®]. Local Goodwill organizations build revenues and create jobs by contracting with commercial, state, government and non-government organizations to provide a wide range of business services, including janitorial, manufacturing, warehousing and distribution, packaging, assembly, food preparation, document management, grounds keeping and administrative services. In 2016, local Goodwill organizations collectively placed more than 313,000 people in employment in the United States and Canada. In addition, more than 35 million people used computers and mobile devices to access Goodwill education, training, mentoring and online learning services to strengthen their skills, and more than 2 million people received in person services.

For more information or to find a Goodwill location near you, use the online locator at goodwill.org or call (800) GOODWILL. Follow us on Twitter: [@GoodwillIntl](https://twitter.com/GoodwillIntl) and [@GoodwillCapHill](https://twitter.com/GoodwillCapHill), and find us on Facebook: GoodwillIntl or Instagram: GoodwillIntl.

CONTACTS:

Christine Hojnacki

The Bon-Ton Stores, Inc.

Phone: (414) 347-5329

Christine.Hojnacki@bonton.com

Malini Wilkes

Goodwill Industries International

Phone: (240) 333-5523

malini.wilkes@goodwill.org