



December 19, 2017

Bon-Ton Family of Department Stores is Giving Away \$1 Million in Gift Cards Wednesday, December 20, Starting at 7:00 a.m.

The first 400 people in every store receive a free gift card valued between \$5 and \$500

MILWAUKEE, Dec. 19, 2017 (GLOBE NEWSWIRE) -- The Bon-Ton Stores, Inc. (OTCQX:BONT) is spreading joy this holiday season by handing out free gift cards at all Bon-Ton, Boston Store, Bergner's, Carson's, Elder-Beerman, Herberger's and Younkers stores. Starting tomorrow, Wednesday, December 20 at 7 a.m. the first 400 customers at the door will receive a gift card valued between \$5 and \$500 and one person at every store location will receive a \$500 gift card. The retailer will give away a total of \$1 million in gift cards. An entrance at each store will be designated with signs for the free giveaway.

"Providing a special gift for our customers adds excitement to their shopping experience," says Steve Byers, Executive Vice President of Stores for The Bon-Ton Stores, Inc. "It's the season of giving and we know shoppers will appreciate receiving a free gift card from their hometown store this holiday season."

The gift cards have no exclusions or expiration and can be given as a gift or used as tender and combined with coupons to shop immediately in any Bon-Ton family of department stores. With just five shopping days remaining, customers can also take advantage of special door busters, deals and a \$50 off \$100 coupon (some exclusions apply), available on the company's mobile app, to use for last minute holiday gifts.

There is a limit of one gift card per customer, and customers must be 18 or older to receive a gift card. In addition, clearance centers, furniture galleries and Carson's Riverside Plaza store are excluded from this promotion.

About The Bon-Ton Stores, Inc.

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 260 stores, which includes 9 furniture galleries and four clearance centers, in 24 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](#).

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A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/5356399e-3c12-43b6-9795-6ee41063436f>

 [Primary Logo](#)

Source: The Bon-Ton Stores, Inc.

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