

## Final Draft

### The Bon-Ton Stores Inc. Donates \$50,000 to Support Soles4Souls®

**MILWAUKEE—May 4, 2016—**[The Bon-Ton Stores, Inc.](#) (NASDAQ: BONT), which operates Bon-Ton, Boston Store, Bergner's, Carson's, Elder-Beerman, Herberger's and Younkers stores, raised \$50,000 for Soles4Souls®, a global not-for-profit committed to fighting poverty through the collection and distribution of shoes and clothing. This year marks the seventh consecutive year the company has partnered with Soles4Souls®.

Bon-Ton and its customers participated in two ways: 1.) On March 19, for every pair of shoes that was sold in select stores, Bon-Ton donated \$1 to Soles4Souls®. 2.) April 6 to April 26, customers received a special offer valid in Bon-Ton stores shoe department for every \$3 donation to the cause. Together, Bon-Ton and its customers raised a total of \$50,000.

"We are thrilled to partner with Soles4Souls for the seventh consecutive year," said Kathryn Bufano, president and CEO of the Bon-Ton Stores, Inc. "With the help of our generous customers, we are able to help Soles4Souls provide shoes to those who need them most."

"Bon-Ton continues to be one of our best retail partners! They understand how to connect with their customers in an authentic way that motivates so many people to get involved in providing shoes to those in need," said Buddy Teaster, president and CEO of Soles4Souls. "We are so lucky to have worked with them for seven years!"



Soles4Souls® celebrates \$50,000 donation from The-Bon Ton Stores, Inc.

Founded in 2006, the organization has distributed more than 26 million pairs of shoes in 127 countries.

#### About The Bon-Ton Stores, Inc.

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 267 stores, which includes 9 furniture galleries and four clearance centers, in 26 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 store locations and information visit [www.bonton.com](http://www.bonton.com). Join the conversation and be inspired by following Bon-Ton on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and the fashion, beauty and lifestyle blog, [#LoveStyle](#).

#### About Soles4Souls®

Soles4Souls is a not for profit global social enterprise committed to fighting poverty through the collection and distribution of shoes and clothing. The organization advances its anti-poverty mission by collecting new and used shoes

and clothes from individuals, schools, faith-based institutions, civic organizations and corporate partners, then distributing those shoes and clothes both via direct donations to people in need and by provisioning qualified micro-enterprise programs designed to create jobs in poor and disadvantaged communities. Based in Nashville, Tennessee, Soles4Souls is committed to the highest standards of operating and governance. Visit [soles4souls.org](http://soles4souls.org) for more information.

**CONTACTS:**

Christine Hojnacki, Vice President Public Relations

414.347.5329, cell 262.378.9354

[Christine.Hojnacki@bonton.com](mailto:Christine.Hojnacki@bonton.com)

Nicole Koremenos, Senior PR Coordinator

414.278.5776

[Nicole.koremenos@bonton.com](mailto:Nicole.koremenos@bonton.com)