

THE BON-TON STORES, INC.

BON-TON BERGNER'S BOSTON STORE CARSON'S ELDER-BEERMAN HERBERGER'S YOUNKERS

FOR IMMEDIATE RELEASE

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The Bon-Ton Stores, Inc. Kicks Off National Breast Cancer Awareness Month to Raise Funds to Support Breast Cancer Research

MILWAUKEE—September 29, 2015— The Bon-Ton Stores, Inc. (NASDAQ:BONT) which operates Bon-Ton, Boston Store, Bergner's, Carson's, Elder-Beerman, Herberger's and Younkens stores has officially begun its October tradition of raising awareness and funds for breast cancer research. During this campaign, all Bon-Ton Stores will feature a Pink Shop with unique, exclusive merchandise and gift items and select Salon stores will hold 'Cut for a Cure' events all to further research and breast cancer programs to help find a cure and support women fighting this disease.

The fight against breast cancer is an extremely meaningful cause to our customers and to all of the associates of The Bon-Ton Stores, Inc.," said Kathryn Bufano, President & CEO, The Bon-Ton Stores, Inc. "Together, we are all making a positive impact to help find a cure."

Since 1998, The Bon-Ton Stores, Inc. has donated nearly five million dollars to the following charities: The Breast Cancer Research Foundation, Medical College of Wisconsin Cancer Center, Holden Comprehensive Cancer Center of Iowa, The Lynn Sage Cancer Research Foundation, and Masonic Cancer Center at the University of Minnesota.

Customers can show their support the following ways:

Pink Shops

Customers can show their support by purchasing from a selection of more than 20 items in the October Pink Shops. Items are available at any Bon-Ton Stores, Inc. store or online at www.bonton.com through October 31. Merchandise items includes a selection of women's apparel, accessories, cosmetics and home items. A portion of the proceeds from each purchase will be donated to the various breast cancer charities.

To view the October Pink Shops, please visit www.bonton.com/fightcancer.

'Cut for a Cure' Events

On Sunday, October 4 from 11:00 a.m. - 6:00 p.m., select Bon-Ton stores will host its annual 'Cut for a Cure' event at participating Bon-Ton store salons. During the event, guests will have the opportunity to receive beauty treatments including: mini facials, manicures, pedicures, waxing, haircuts, highlights and more. 100 percent of the proceeds will be donated to local cancer centers to support breast cancer research Since its inception in 2009, more than \$200,000 has been raised during the annual 'Cut for a Cure' events.

Call or visit your local salon at participating Bon-Ton stores for appointments. For a complete listing of participating salons, please click [here](#).

Charge Against Breast Cancer™

Bon-Ton customers can make an impact any time of the year through the Charge Against Breast Cancer™ program. The company makes a donation to fund breast cancer research every time a customer uses their Bon-Ton credit card.

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About The Bon-Ton Stores, Inc.

The Bon-Ton Stores, Inc., with corporate headquarters in Milwaukee, Wisconsin and York, Pennsylvania, operates 270 stores, which includes nine 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. Join the conversation and be inspired by following Bon-Ton on Facebook, Twitter, Instagram, Pinterest and the fashion, beauty and lifestyle blog, #LoveStyle.

About The Breast Cancer Research Foundation (BCRF)

The Breast Cancer Research Foundation (BCRF) advances the world's most promising research to eradicate breast cancer in our lifetime. Founded by Evelyn H. Lauder in 1993, BCRF has raised more than \$500 million to fuel discoveries in tumor biology, genetics, prevention, treatment, survivorship and metastasis. This year, we invested \$45 million in the work of more than 200 researchers at leading medical institutions across six continents. By spending 91 cents of every dollar on research and public awareness, BCRF remains one of the nation's most fiscally responsible charities. We are the only breast cancer organization with an "A+" from CharityWatch, and have been awarded a 4-star rating from Charity Navigator 12 times since 2002. Join us at www.bcrfcure.org.

About The Medical College of Wisconsin Cancer Center

The Medical College of Wisconsin Cancer Center is devoted to translating research into patient care. The MCW Cancer Center is an integrated partnership of cancer research scientists, physicians and clinical trial investigators and staff from the Medical College of Wisconsin, Froedtert Hospital, Children's Hospital of Wisconsin and Zablocki VA Medical Center, and the BloodCenter of Wisconsin. The Cancer Center, as part of MCW, is the only Academic cancer center in Southeastern Wisconsin. www.mcw.edu/cancercenter.htm

About Holden Comprehensive Cancer Center at the University of Iowa

At the Holden Comprehensive Cancer Center at the University of Iowa physicians and scientists are dedicating their careers to finding a cure for breast cancer. Committed to bringing world-class research and cancer care to Iowa, the Midwest and beyond, the center uses a team approach to offer greater access and enhanced services to its patients. www.uihealthcare.org/HoldenComprehensiveCancerCenter

About The Lynn Sage Cancer Research Foundation

The Lynn Sage Cancer Research Foundation is a world-class philanthropic organization internationally known for supporting state-of-the-art patient care, exceptional educational outreach programs and the kind of revolutionary research that brings us closer to a cure. www.lynnsage.org

About Masonic Cancer Center, University of Minnesota's Women's Cancer Research Program

Masonic Cancer Center, University of Minnesota's Women's Cancer Research Program focuses on improving current research and discovering new methods to detect, treat and prevent breast cancer. Researchers in the program are working to reduce breast cancer-related deaths by improving detection and prevention strategies, studying mechanisms related to breast cancer biology and developing new treatment strategies based on biological targets. www.cancer.umn.edu/about/index.html