

FOR IMMEDIATE RELEASE

CONTACT:

Heidi Frank, 414-224-6860
heidi.frank@bonton.com

BON-TON RAISES FUNDS FOR LOCAL BOYS & GIRLS CLUBS WITH HOLIDAY SNOWMAN

MILWAUKEE, Wisc. (November 7, 2007) – The Bon-Ton Stores, Inc. is pleased to announce its partnership with local Boys & Girls Clubs to raise funds for a worthy cause – providing a safe place for children to learn and grow. This season, Bon-Ton is selling a decorative, plush snowman. Ten percent of the sales from this cute snowman will go to your local Boys & Girls Club.



The snowman sells for \$4.99 from now throughout the holiday season in 270 stores, in 23 states, supporting over 150 Clubs. Each plush snowman is 15" tall and dressed in a festive sweater and scarf. Every time a customer purchases a snowman, a portion of the proceeds directly benefits local Boys & Girls Clubs.

"We believe in being positive participants in the markets in which we operate," said Bud Bergren, President and CEO, The Bon-Ton Stores, Inc. "We thank our customers who contribute to this special promotion, which helps make a difference for the children in our communities."

To date, The Bon-Ton Stores have raised over \$500,000 company-wide for local Boys & Girls Clubs through fundraising events. This is just one example of the ongoing charitable partnerships that the Company has developed on a local level. Look for more exciting cause-marketing promotions as Bon-Ton continues to be an active and positive participant in the communities that it serves.

The Bon-Ton Stores, Inc. operates 280 stores, which includes ten 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, three 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.

###