

Press Release



FOR IMMEDIATE RELEASE

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Save on new fall fashion by donating to Goodwill®

Earn discounts at Elder-Beerman while supporting Goodwill's job training programs

Frankfort, Ky. — Elder-Beerman's semi-annual Goodwill Sale takes place September 14–28, and when you donate your gently-used clothing and fashion accessories at Elder-Beerman, you will receive a discount coupon toward new merchandise at that store. Your donations will be sold at Goodwill, and revenue will fund the organization's job training programs and other services that help Kentuckians obtain jobs, become independent and support their families.

Shoppers will receive an Elder-Beerman discount coupon for each item of clothing or accessory they donate. The coupon can be used to purchase apparel, shoes and accessories at a 20 percent discount, and cosmetics, fragrances and home store or luggage merchandise at a 15 percent discount.

Donations to Goodwill help people with disabilities, those who lack education or work experience, or others who face various challenges to finding employment.

"Each donation to Goodwill helps Kentuckians, many of whom are still struggling to find work in this difficult economy," said Roland R. Blahnik, president and CEO of Goodwill Industries of Kentucky. "Our donors, including those who participate twice each year in the Goodwill Sale, helped Goodwill place 1,657 people into jobs and serve nearly 11,000 people last year."

Shoppers may pledge their support for Goodwill's mission and register their donation on www.millionactsofgoodwill.com to receive a coupon for a 25 percent discount to use at Elder-Beerman. They will also be able to play the "Spin-to-Win" game for a chance to win a \$100 gift card instantly and be entered into a sweepstakes for a chance win \$1000 shopping spree.

"We are grateful for the many donors who continually support our Goodwill Sale and help people in their communities build their careers with Goodwill's help," said Bud Bergren, president and chief executive officer of The Bon-Ton Stores, Inc. "We are very excited about the merchandise assortments for this event and believe our customers will respond enthusiastically. We are also very pleased with our successful partnership with Goodwill which demonstrates our commitment to being positive participants in the communities we serve."

About Goodwill Industries of Kentucky

As one of the largest Goodwills in the country, Goodwill Industries of Kentucky accepts a variety of donations, including clothing and other household items, which are sold in its stores. Donations are tax deductible and receipts are available. In 2010, Goodwill Industries of Kentucky placed 1,657 Kentuckians in jobs and paid more than \$15.5 million in mission-related wages. Kentucky's Goodwill has 59 centers throughout the state that provide jobs and job training. Goodwill also provides employment services and post-employment support to help people with disabilities or other disadvantages achieve and maintain employment to gain a better quality of life. For your nearest donation center or retail store, visit www.goodwillky.org.

About The Bon-Ton Stores, Inc.

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 275 department stores, which include 11 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 and, in the Detroit, MI, area, under the Parisian nameplate. 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. The Goodwill Sale event is long-standing charitable partnership the Company developed to support and build strong communities. For further information, please visit the investor relations section of the Company's web site at <http://investors.bonton.com>.
Twitter: @thebonton Facebook: <http://www.facebook.com/Bonton>

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