



General Information

1. What did Bon-Ton announce?

- Bon-Ton has filed voluntary petitions for a court-supervised financial restructuring under Chapter 11.
- We are currently engaged with potential investors and our debtholders on a financial restructuring plan.
- The actions we are taking are intended to give us additional time and financial flexibility to evaluate options for our business, including a possible sale of the Company or certain of our assets. While there is no assurance regarding the outcome from this strategic alternatives process, we will pursue the path that we believe is in the best interests of all of our stakeholders.
- During this court-supervised process, we plan to continue operating in the normal course and executing on our key initiatives to drive improved performance.

2. Does this mean the Company or its brands are going out of business?

- No. We expect to continue operating in the normal course.
- The court-supervised process will allow us to continue to pay our associates and meet our obligations to operate without interruption consistent with Chapter 11 and applicable court orders.

3. What is Chapter 11 of the U.S. Bankruptcy Code?

- Chapter 11 is a compilation of provisions of the U.S. Bankruptcy Code that allows companies to implement financial and operational restructurings through a court-supervised proceeding while continuing to operate their businesses.
- Chapter 11 in the United States is a well-established legal process whereby companies reorganize their financial obligations and emerge as stronger organizations, while operating in the normal course.
- Chapter 11 is very different from Chapter 7 and other types of bankruptcy, where the focus is on liquidating a company and going out of business.
- For Bon-Ton, the Chapter 11 process provides an orderly path to reduce our company's debt, address our store leases and establish a sustainable capital structure to support the business long-term. We are currently engaged in constructive discussions with potential investors and our debtholders on a financial restructuring plan.
- Under a Chapter 11 filing — unlike a Chapter 7 filing — management remains in control of the business and the Company largely maintains normal operations.
- In Chapter 11, companies continue to fund ongoing operating obligations, including payroll and benefits, payments to vendors for “after filing” goods and services and routine capital expenditures, either through cash on hand or new financing.

4. When is the Company expected to emerge from Chapter 11?

- It is our intent to move through this process with the support of our key financial stakeholders as expeditiously as possible.

- We will keep you informed of important milestones as we move forward.

5. Can you provide more detail on the Company's financing for this process and going forward?

- We have received a commitment and court approval for up to \$725 million in new debtor-in-possession ("DIP") financing from certain of our existing ABL lenders. This new financing is being used to support the business through the financial restructuring process.
- We continue to engage with potential investors and our debtholders on a financial restructuring plan.
- The actions we are taking are intended to give us additional time and financial flexibility to evaluate options for our business, including a possible sale of the Company or certain of our assets.

Customer Information

6. Is my local store remaining open?

- With the exception of the 42 locations where we are holding special store closing sales, customers can expect our stores under the Bon-Ton, Bergner's, Boston Store, Carson's, Elder-Beerman, Herberger's and Younkers nameplates to remain open and operate as usual.
- Customers can also continue to shop with us through our e-commerce and mobile platforms.

7. Bon-Ton recently announced the closure of 42 additional stores. Are any additional stores being closed as a result of the Chapter 11 announcement?

- As announced on January 31, 2018, we are closing 47 stores in 2018, four of which closed in January and one store that will close by the end of February and 42 additional at which store closing sales began on February 1, 2018 and will run for approximately 10 to 12 weeks. For the full list of the store closures, please visit the Company's investor relations website at <http://investors.bonton.com/>.
- There are no plans to close additional stores at this time. Decisions regarding our store portfolio will continue to be made based on what makes the best sense for our business just as they always have.

8. Can I still use my Your Rewards cards?

- With the exception of the 42 locations where we are holding special store closing sales, we expect to continue operating our stores and our websites as usual during this process, including by honoring customer gift cards, merchandise credits and our return policies, as well as our Your Rewards program.
- In short, it's largely business as usual.

9. Can I still use gift cards or merchandise credits?

- We plan to honor customer gift cards and merchandise credits.
- In short, it's largely business as usual.

10. Will there be any changes to return policies?

- Currently, our return policy remains unchanged other than at the 42 locations where we are holding special store closing sales.

11. Can I still use my store Private Label Credit Card?

- Yes. Your Bon-Ton family of stores credit card will be accepted at all Bon-Ton family of department stores and online.

12. Can I still make a payment on my Private Label Credit Card in a store?

- Card holders are currently unable to make in-store payments on their Private Label Credit Cards.
- You can continue to make payments by mail, online at the Internet address on the back of your card, or by phone at 1-855-567-7738. If you make a payment by phone, Bon-Ton is waiving the \$9.00 pay-by-phone fee until March 10.

13. Will there be any changes to the terms of my store Private Label Credit Card?

- There will be no changes to the terms of the Bon-Ton family of stores credit cards as a result of this announcement.

14. Will there be any change in the range of merchandise available in stores?

- With the exception of the 42 locations where we are holding special store closing sales, we expect our stores will generally continue to offer the same selection of merchandise.
- We expect customers will see positive changes in their shopping experience as we complete this process, strengthen our business and enhance our merchandising.

Additional Information

15. What is a Claims Agent? Who is your Claims Agent?

- A Claims Agent is a professional firm appointed by the court to assist with administrative aspects of the Chapter 11 filing and collection of proofs of claim, among other responsibilities.
- Our claims agent, Prime Clerk, can be contacted at (844) 253-1011 (toll-free in the U.S.) or (347) 338-6537, and they have set up a website at <https://cases.primeclerk.com/bonton>, which includes court documents and other information.