



Dear Valued Customer,

In 1854, the first store in the Bon-Ton family of department stores opened. A family composed of seven of the longest-lived nameplates in retail, each with its own storied past, Bon-Ton has served families across the United States by offering inspiring style at a great value, tailored to today's modern family. More than 160 years later, Bon-Ton has seven well-loved brands and 256 stores across 23 states and importantly, our commitment to customers remains as strong as ever as we aim to continue to provide an exceptional shopping experience.

We have been taking action over the past several months to drive improved performance and strengthen Bon-Ton's financial position and took another step forward in our efforts by filing voluntary petitions for a court-supervised restructuring under Chapter 11. We are currently engaged in constructive discussions with potential investors and our debtholders on a financial restructuring plan, and the actions we are taking are intended to give us additional time and financial flexibility to evaluate options for our business.

Let me assure you that during this court-supervised process, we plan to continue operating in the normal course and we will remain committed to serving our customers as usual.

What This Means for You: We Are Open for Business

- **Our continuing Bon-Ton, Boston Store, Bergner's, Carson's, Elder-Beerman, Herberger's and Younkers stores across the U.S. are open, and you can also continue to shop with us through our e-commerce and mobile platforms.** We continue to 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.
- **Our customer programs will be offered as normal at our continuing stores.** With the exception of 42 locations where we are holding special store closing sales, we are continuing to honor return policies, warranties, gift cards and merchandise credits, as well as our loyalty programs, including YOUR REWARDS and LoveStyle Rewards.
- **You can continue to count on quality merchandise, an exceptional shopping experience and excellent customer service.**

We truly appreciate your ongoing support and are confident that the steps we are taking will help ensure that Bon-Ton will continue to be your "hometown store."

If you have questions about this process, you can find FAQs and additional information on a special page on our website at www.bontonrestructuring.com. For questions about products, warranties or rewards, please contact our Customer Service Department at 1-800-945-4438 or customercare@bonton.com.

Come visit us soon – we look forward to continuing to serve you and your family.