



General Information

1. What did Bon-Ton communicate?

- On April 18, the U.S. bankruptcy court approved an agreement for a joint venture composed of the holders of the certain of the Company's debtholders along with Great American Group, LLC and Tiger Capital Group, LLC governing the liquidation of the inventory and certain other assets of the Company.
- As such, we will begin an orderly wind-down of our operations. We are committed to working in a constructive manner with the joint venture parties to wind down operations as smoothly as possible to minimize the impact of this development on our associates, customers, vendors and the communities we serve.

2. Why wasn't Bon-Ton able to keep the business open?

- The Company tried very hard to identify bidders interested in operating Bon-Ton but was unable to secure a finalized agreement.
- While this is not the outcome that any the Company had hoped for, we remain committed to working constructively with the joint venture parties to wind down operations as smoothly as possible to minimize the impact of this development on our associates, customers, vendors and the communities we serve.

3. When will you begin to close stores? How long will the liquidation process take?

- Going Out of Business closing sales began Friday, April 20, 2018. We expect the closings will be completed in approximately 10-12 weeks, however some stores will be open longer and some shorter, dictated by the sales and inventory levels.

4. What will happen to the Bon-Ton brand? What about the Company's other nameplates? Will they disappear?

- The Company's stores, e-commerce and mobile platforms under the Bon-Ton, Bergner's, Boston Store, Carson's, Elder-Beerman, Herberger's and Younkers nameplates are open and serving customers through the wind-down process.
- Beyond that, we cannot speculate.

5. What happens to the Company's online and mobile platforms? How long will those continue to operate?

- The Company's stores, e-commerce and mobile platforms are open and operating through the wind-down process.

Customer Information

6. Is my local store open?

- Yes, the Company's stores, e-commerce and mobile platforms are open and operating to serve customers.

7. When will Bon-Ton stores begin store closing sales? What can you tell me about the discounts that will be available?

- Going Out of Business closing sales began Friday, April 20, 2018. Details regarding discounts will be communicated in the stores.

8. How long will the store closing process take?

- Similar to the process we followed with our prior store closures, we expect the closings will be completed in approximately 10-12 weeks, however some stores will be open longer and some shorter, dictated by the sales and inventory levels.

9. Can I still make purchases through the website?

- Yes. The Company's e-commerce and mobile platforms are currently open and operating to serve customers.

10. What happens if I placed an order online, but haven't received it yet? Will it still be delivered?

- Customers can expect to receive any orders that have already been placed.

11. Will customers continue to earn or be able to use loyalty rewards, including YOUR REWARDS and LoveStyle Rewards, for purchases made in stores?

- As of Thursday, April 19, 2018, store loyalty programs have been discontinued.
- During store closing sales, only cash and nationally recognized bank credit cards will be accepted.

12. Can I still use merchandise credits (store credits, return credits)?

- Merchandise credits will continue to be honored for a period of 10 days following the first day of store closing sales, inclusive of the sale commencement date.
- Following this 10-day period, only cash and nationally recognized bank credit cards will be accepted.

13. Can I still use gift cards or gift certificates?

- Gift cards and gift certificates will continue to be honored until close of business on April 29, 2018.
- Starting April 30, only cash and nationally recognized bank credit cards will be accepted during store closing sales.

14. Will customers be able to use their Bon-Ton coupons in the closing stores? Will closing stores still be accepting coupons during the closing sales?

- As of Friday, April 20, 2018, coupons will no longer be valid once store closing sales begin.

15. Can I redeem my gift card, coupon or merchandise credits for cash?

- No. Gift cards, coupons and merchandise credits cannot be returned for cash.

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

- As of Thursday, April 19, 2018, Private Label Credit Cards are no longer accepted.

17. What if I have a credit balance on my Private Label Credit Card?

Comenity Bank will issue a refund on any credit balance. A check is automatically generated and mailed if the account bills for 2 months with a credit balance. You can also call and request the refund (via electronic transfer or check) at any time by calling customer care at 1.855.567.7737.

18. Will there be any changes to return policies?

- Any purchase with a receipt that was made on or before April 19th can be returned under our normal return policy. (i.e. Tech Trek merchandise has a 30-day limit and in original packaging requirements). The customer will receive their return in the tender that they paid.
- Returns will be accepted until close of business on Sunday, April 29th, after which no returns will be accepted. Any non-receipt purchases and purchases made after 4/19 cannot be returned.
- Starting April 30, 2018 all online and in-store sales will be final, and merchandise sold prior and during the store closing period will be considered final sale.

19. Where can I go if I have additional questions?

- For questions about products and warranties, customers should continue to contact our Customer Service Department at 1-800-945-4438.