

THE BON-TON STORES, INC. ANNOUNCES MIDNIGHT OPENING FOR BIGGEST AFTER-THANKSGIVING

Written by Christine Hojnacki
Friday, 11 November 2011 15:06

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~ ONLINE EBUSTERS AND OFFERS BEGIN AT 6:00 A.M. THANKSGIVING DAY ~

“May All Your Gifts be Merry and Bright”

York, PA, November 9, 2011 – The Bon-Ton Stores, Inc. (NASDAQ: BONT) today announced Bon-Ton stores will open their doors at 12:00 a.m. on November 25 for the biggest After-Thanksgiving Sale offering over 500 door busters, more than ever before, and a myriad of special offers and discounts for its customers. Bon-Ton’s After-Thanksgiving eBusters and specials will be available online beginning at 6:00 a.m. on Thanksgiving Day. In addition, Bon-Ton announced its holiday marketing campaign inviting its customers to experience the “May all Your Gifts be Merry and Bright” theme in our stores, social media and online.

Bud Bergren, President and Chief Executive Officer commented, “We are very excited about giving our customers an early start on one of their favorite shopping days and believe they will appreciate the exceptional value of our door busters and special offers. Our customers can maximize their holiday budget with our value-priced gifts, all offering the quality, fashion and styling shoppers have come to expect from Bon-Ton. The decision to open at midnight was based on our customers’ feedback – they wanted the convenience of shopping earlier. We believe this will enhance our customers’ over-all shopping experience.”

Mr. Bergren continued, “‘May all your gifts be merry and bright’ says it all. We are offering our customers distinctive gifts in every category making it even easier to choose that special gift for that special person at values that will exceed our customers’ expectations. Our customers can

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enjoy the convenience of shopping the way they choose – in our stores, online and kiosks. We are very excited about the holidays and we believe our customers will be too when they experience the glitter and sparkle of our gift assortments.”

- After-Thanksgiving Day hours: Bon-Ton will be open from 12:00 a.m. to 10:00 p.m. on November 25. Over 500 After-Thanksgiving door busters will be available from 12:00 a.m. on November 25 until 1 p.m. on Black Friday, November 25, or while quantities last.
- Marketing campaign for November and December: “May all Your Gifts be Merry and Bright” campaign highlights the dazzling array of gifts in the ladies, men’s, children’s, cosmetics/fragrances and home departments. We have bright gift ideas at prices that will make our customers merry.
 - 24/7 – Bon-Ton is there whenever and wherever customers are:
 - www.bonton.com : We make it easier for shoppers this season with a “Holiday Gift Shop.”
 - Online customers will find great gift ideas for her, him, teens, kids and even pets! Plus, a special selection of gift ideas all under \$25. <https://www.bonton.com/ContentView?contentPageName=1231-LND-GiftShop&storeId=10001&langId=-1&catalogId=10051&viewName=ContentView>
- Every Tuesday in November and December, there will be weekly Deal of the Day with extraordinary online-only gift deals.
 - 20 Days of Holiday Gift Giving starting December 1. Every day for 20 days, a feature gift category with 30% off + FREE shipping on that category.
 - Digital and Social Media: Bon-Ton will increase its investment in all digital channels including Facebook, Twitter and mobile campaigns. Through these media channels, customers will be able to stay in the loop on special holiday gift ideas, discount offers and exclusives throughout the holiday season. For the convenience of our customers, coupon offers during the holiday season can be sent directly to their mobile device by texting “SHOPPASS” to 266866. Customers can show their mobile phone at any register to get their digital savings.
 - Email Alerts: sign up to receive email exclusive offers for the entire holiday season by visiting any of our Bon-Ton Stores web sites.
 - Television: Bon-Ton has increased its spend to reach more customers. Holiday television will include a mix of :15 and :30 spots that will support sale events and highlight unique merchandise offers that support the holiday campaign.
 - Direct Mail: Bon-Ton will mail to a wider base of customers this holiday season. Bon-Ton Stores proprietary credit card holders will receive advance notice of sales as well as special shopping offers.
 - Extended Shopping Hours during the holiday season starting with After-Thanksgiving

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through December 24 make shopping more convenient. We know our customers appreciate that extra time as they shop for that extra special gift.

- Holiday Plush Animals to Benefit Boys and Girls Clubs: Again this year we will offer two exclusive plush animals in our stores and online – a holiday moose and polar bear – 10% of sales will benefit the local Boys & Girls Clubs in our communities. In its ninth year, the promotion has raised more than \$940,000 for local Boys & Girls Clubs through fundraising events.

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 276 department stores, which includes 11 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, in the Detroit, Michigan area, under the Parisian nameplate. The department 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. Visit www.bonton.com for more information on special store hours, in-store offerings and online specials.

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