

BACK TO SCHOOL TEXT 2 WIN SWEEPSTAKES

OFFICIAL RULES

1. NO PURCHASE NECESSARY: No purchase necessary to enter or win this contest. Back to School Text to Win Sweepstakes starts on Wednesday, August 10, 2011 and ends on Monday, September 5, 2011. The Sweepstakes is sponsored by The Bon-Ton Department Stores, Inc. (the "Sponsor"). Vertis, Inc. ("Vertis") has been retained by the Sponsor to administer the Sweepstakes. The Sponsor is and shall remain solely responsible for the delivery of the Prize(s) to the winner(s). Making a purchase will not increase the odds of winning a prize.

2. ELIGIBILITY: Eligibility for participation in the Sweepstakes is limited to persons who are (i) legal residents of the United States (except residents of Rhode Island and Florida who are not eligible to participate); and (ii) at least 13 years old at time of entry. If under the age of 18, a parent or guardian's signature will be required on the entrant's winning Declaration and Release Form. Eligible persons who enter the Sweepstakes are referred to as "Entrants." The Sweepstakes is void outside of the United States and where restricted by law. Employees, agents and representatives of the Sponsor and its subsidiaries and affiliates, Vertis and its subsidiaries or affiliates and each of their respective advertising and promotion agencies are not eligible to participate in the Sweepstakes or win a prize, and spouses of such employees, (and the I.R.S. listed dependents or members of such employee's household), are not eligible to enter or win any prize. By participating in this contest, participants agree to be bound by these Official Rules, and agree that the decisions of the Sponsor will be valid and binding in all respects.

3. HOW TO PARTICIPATE:

There are two ways to enter the Sweepstakes:

(1) By Text Message: From August 10 – September 5, 2011, enter by text messaging from your mobile phone. Text the word "BTS" to the number 266866 and you will automatically be entered into the sweepstakes and agree to receive future mobile marketing messages from the Sponsor. Text messaging method of entry requires 2-way text messaging capable phone and digital service. Text messaging is not available in all areas in the U.S. You may Text to Win only one (1) time per day during the Sweepstakes. Sponsor is not responsible for text messages that are not deliverable or not delivered.

(2) Via Website: From August 10 – September 5, 2011, sign on to <http://www.bontonbts.com> and complete the online registration. When you enter the website you will be prompted to register your name and email address. You are agreeing to receive future email messages from the Sponsor. Limit one entry per household per day during the Sweepstakes. Free Internet access is available at any Public Library. Sponsor is not responsible for messages that are not deliverable or not delivered.

Winners will be determined by a random drawing from all eligible entries received by Vertis. The odds of winning a prize depend on the number of eligible entries received. All prize claims are subject to validation.

4. PRIZES: Ten (10) winners will receive one (1) \$500 Shopping Spree at any Bon-Ton, Bergner's, Boston Store, Carson's, Elder-Beerman, Herberger's or Younkers store or Parisian store (in the Detroit area). Shopping Spree Reward must be used at one time. Not valid for online purchases. Total cash value of all prizes to be awarded is \$5,000.

5. PRIZE AWARDING: Each entry, including website entries, will be assigned a number. On or about September 20, 2011, a computer program will randomly select ten (10) winning numbers. The Sponsor will notify the potential winners within fifteen (15) days of the date of the drawing by PHONE. The Sponsor will award prizes only after verification that the winning entrants have met all Sweepstakes verification requirements. Each Prize must be accepted as awarded and no substitution, transfer, conversion or assignment of Prizes will be allowed, unless at the discretion of the Sponsor which may substitute a Prize of comparable or greater value. No correspondence will be entered into except with selected Entrants at phone and the email address listed on the Vertis systems. Neither Sponsor nor Vertis shall be responsible for and shall not be liable for late, lost, misdirected or unsuccessful efforts to notify the winner. If an Entrant whose name was drawn cannot be contacted within the allotted time, the Sponsor reserves the right to void that entry and select another eligible Entrant for that Prize. In order to be declared an official winner the selected Entrants will be required to complete, sign and return to the Sponsor a Declaration and Release Form within seven (7) days of receipt. If a selected Entrant(s) fails to complete, sign and return the Declaration and Release Form to the Sponsor" within seven (7) days the Sponsor reserves the right to void that entry and select alternate eligible Entrant for that Prize. If the alternate Entrant does not sign and return to the Sponsor a Declaration and Release Form within seven (7) days of receipt, the Entrant is void and no alternate winner will be chosen and the prize will not be awarded. By completing, signing and returning the Declaration and Release Form, the Entrant (i) confirms that he/she is in compliance with these Sweepstakes Rules and Regulations, (ii) releases and forever discharges the Sponsor, The Bon-Ton Stores, Inc., their affiliates and subsidiaries, Vertis, its affiliates and subsidiaries and their respective employees, officers, advertising and promotional agencies from all claims, demands, damages, actions and causes of action arising or to arise by reason of the acceptance or use of the Prize, and (iii) gives permission to the Sponsor and Vertis, at their option, to publish or otherwise use the Entrant's name, address, photograph, voice and comments, without compensation, in any publicity carried out by the Sponsor or Vertis or their respective advertising agencies.

The Sponsor will deliver prizes to official winning entrants within four (4) weeks after receipt of the signed and fully completed Declaration and Release Form.

Neither Vertis nor the Sponsor shall be responsible or liable for late, lost or misdirected communications to the official winner's email address.

6. ODDS OF WINNING:

The odds of winning a prize in the random drawing depend on the number of eligible Entrants entered.

7. WINNERS LIST: To obtain a copy of the list of winners or a copy of the Sweepstakes Rules and Regulations, send your request by mail to: "Bon-Ton Text to Win Back to School Sweepstakes Special Events" 331 W. Wisconsin Ave., Milwaukee, WI 53203. Requests must be received no later than September 20, 2011 and must include a self-addressed stamped envelope.

8. GENERAL NOTICES: This Promotion is void where prohibited. By entering the Sweepstakes, participants agree to abide by these Official Rules and the decisions of the Sponsor which shall be final in all respects. Noncompliance with the official rules will result in disqualification. In case of dispute as to the identity of any online entrant, entry will be declared made by the registered name and address on such entry. Any potential winner may be requested to provide the Sponsor with proof that such person is the winner. The Sponsor reserves the right to end the Sweepstakes earlier than September 5, 2011 or to extend the length of the Sweepstakes. The Sponsor reserves the right to cancel, terminate or modify the Sweepstakes if it is determined that it is not capable of completion as planned due to tampering or any other cause. The Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or the Sponsor or its representatives or to be acting in violation of these Official Rules. Sponsor reserves the right to correct any typographical, printing, computer programming or operator errors. The Sweepstakes is subject to all applicable federal, state and local laws and regulations. The Sweepstakes and the Official Rules shall be interpreted in accordance with the laws of the State of Wisconsin.

9. TAX INFORMATION: Liability for any applicable taxes imposed by any government, if any, on any Prize won shall be the sole responsibility of the winner of such Prize.

10. ENDING OF PROMOTION: The Promotion will end at 11:59 PM EST on Monday, September 5, 2011.

11. CONTEST DELAY/EXTENSION: The Sponsor may delay the Promotion commencement date and thereafter extend the Promotion period, if such commencement is delayed by a cause that is beyond the reasonable control of the Sponsor.