

The Bon-Ton Department Stores, Inc. "Great Beginnings Bridal Registry Giveaway"

OFFICIAL RULES

1. **NO PURCHASE NECESSARY:** You can enter the Great Beginnings Bridal Registry Giveaway (the Promotion) in one of three ways: (1) From July 1, through August 15, 2009, create a bridal gift registry at any of the following stores: Bon-Ton, Bergner's, Boston Store, Carson Pirie Scott, Elder-Beerman, Herberger's or Younkers; (2) From July 1, through August 15, 2009, create a bridal gift registry online at any of the following websites: www.ebride.com, bergners.com, bonton.com, bostonstore.com, carsons.com, elderbeerman.com, herbergers.com, or younkers.com and click on "Bridal Registry;" or (3) You may enter this Promotion without registering via U.S. Mail. On a 3" x 5" card, write the name of the bride and groom, the bride's address, city, state, ZIP code, daytime and evening telephone numbers (including area code), email address, and date of wedding and mail it in a #10 envelope to: Great Beginnings Bridal Registry Giveaway, P.O. Box 441204, Kennesaw, GA 30160-9524. The card must be received by August 15, 2009.

If entering the Promotion by creating a gift registry either in-store or at one of the websites, you must register for a minimum of ten (10) separate items, which will automatically enter you in the Promotion. The Promotion will be valid to new bridal registries only. Couples may register for the Promotion only once. Attempts at multiple entries on additional websites will be disqualified. Free Internet access is available at any Public Library. Only one entry per couple, either via U. S. Mail, in store, or on-line registry is permitted. **ALL ENTRIES MUST BE RECEIVED BY AUGUST 15, 2009.**

2. **ELIGIBILITY:** To be eligible you must be at least 18 years of age and a legal U.S. resident (residents of Florida, Rhode Island, and Arizona cannot participate). Employees, officers and directors of The Bon-Ton Department Stores, Inc. (the Sponsor), its parent, subsidiaries, affiliated retailers, promotion suppliers, their advertising agencies, 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 Promotion, all 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. **PRIZES:** The following prizes are available to be awarded:

One (1) Lenox® fine dining package (Value up to \$2,500) Including: 8- 5 piece place settings plus 2 accessories, (choice of patterns: Opal Innocence, Federal Platinum, Pearl Innocence, or Bellina), 8- 5 piece flatware place settings (choice of patterns: Opal Innocence, Federal Platinum, Pearl Platinum), and 8 stems (choice of patterns: Opal Innocence, Timeless Platinum, or Firelight Platinum)

Three (3) Vera Wang® Love Knots wedding accessories package (Total Value \$630; \$210 per prize package) Each package includes: a serving set, pair of toasting flutes, and a guest book, all in the Vera Wang Love Knots pattern.

One (1) KN Karen Neuburger® Casual Dining Package (Total Value: \$625) Including: 8 4-pc place settings of KN Karen Neuburger Dinnerware in the Willow pattern, color Linen, 8 Goblets and 8 Coolers of KN Karen Neuburger drinkware in Mocha, and flatware service for 8 in the KN Karen Neuburger Thicket pattern.

One (1) KN Karen Neuburger® Sweet Dreams bedding ensemble package (Value up to \$900) Includes: Karen Neuburger® Home Bed Collection (choice of patterns: Belvedere, Coconut Grove, Pacific Heights, or Hilton) Queen/King Comforter Set (you choose Queen or King) and 2 coordinating dec pillows, Karen Neuburger® Home Luxury Sheet Set- 610 Thread Count Pima Cotton Sateen- Queen/King (you choose Queen or King); color choices: White, Linen, or Taupe, and 2 Karen Neuburger® Home Bed Pillows (you choose Standard or King).

One (1) Good Clean Fun bath package (Value up to \$630) Including: Karen Neuburger® Supima Towels (choice of color) 6 bath, 4 hand, 4 wash, 2 tub mats and Croscill® Bathroom Accessories Set (you choose pattern) shower curtain, lotion pump, t-brush holder, soap dish, tissue cover, waste basket, 2 bath, 2 hand, 2 tip towels.

One (1) Delsey® luggage package (Total Value \$1,100) Including: 3-piece Delsey® luggage set including: 22" upright, 26" upright, and tote.

One(1) Cuisinart® cookware & small electrics package (Total Value \$600) Including: Cuisinart® Grind & Brew Thermal 10-cup Coffee Maker, Pro Classic Food Processor, SmartPower™ 7-Speed Electronic Blender, Griddler®, and 10-Piece Chef's Classic™ Stainless Cookware Set..

One (1) Circulon® Infinite cookware package (Total Value \$400) Including: 7 qt. Covered Locking Straining Stockpot, 10.5" Covered Buffet Casserole, 10.5" Open Stir Fry, 11" Skillet, and Cradle with Butane Burner.

One (1) Anolon gourmet package (Total Value \$500) Including: 12" Shallow Grill Pan, 12" Ultimate Pan, 4.5 qt. Stockpot, 3.5 qt. sauce pan, Double Burner Griddle, 14" Wok, 10"x15" Cookie Sheet, 9"x5" Loaf Pan, 12-cup Muffin Pan, 5.5" Kyotsu Knife, Slotted Turner, Solid Spoon, Nylon Tongs, Spoon Spatula, Measuring Spoons, Garlic Press, and Medium Wisk.

Total Approximate Retail Value of all prizes \$7,885.

No more than the number of prizes listed above will be awarded. If more prizes are claimed than the number listed above, a random drawing will be conducted from those persons claiming to have purportedly won a prize and the person whose name is drawn will be deemed the winner of that prize.

4. ODDS: The odds of winning any prize depend on the number of eligible entries received.

5. TO WIN: Each entry, including mailed-in entries, will be assigned a number. On or about August 19, 2009, a computer program will randomly select a winning number for each of the prizes. The prize winners will be notified by mail. From the time they are notified, the prize winners will have two weeks to claim their prize. Complete details of how to receive prizes will be provided to the winners. Only one prize per couple will be awarded. Should a winner not claim their prize, an alternate winner shall be named. If the alternate does not claim the prize, the prize will be forfeited and not awarded.

6. NOTICE: This Promotion is void where prohibited. Entry into the Promotion, where lawful, constitutes permission by a prize winner to use his/her name, voice, photograph or likeness for advertising/publicity purposes without further permission or compensation. The prize winner will be obligated to sign and return an affidavit of eligibility and liability release and, where lawful, publicity release within two weeks of notification by Sponsor, before prize will be awarded. In the event of non-compliance or ineligibility by a winner, if a prize is returned as non-deliverable or if the winner does not respond within two weeks of notification, an alternate winner will be randomly drawn. By accepting a prize, winners release and agree to release and hold harmless the Sponsor, judging agency, their affiliated companies, advertising and promotion agencies, and each of their respective directors, officers, employees, representatives, and agents from any and all liability for any injuries, losses or damages, including death, and property arising in whole or in part, directly or indirectly, out of participation in this Promotion, or acceptance, possession, use or misuse of a prize. Sponsor is not responsible for lost, late, misdirected, incomplete or illegible entries. Sponsor is not responsible for any failure of the website during the Promotion Period, including any telephone problems or technical malfunction of any computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail or entry to be received on account of traffic congestion on the internet or at the website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from downloading any material related to the Sweepstakes, all of which may affect a person's ability to participate in the Sweepstakes. Sponsor reserves the right to terminate, suspend or modify the Promotion if, in its sole discretion, it determines that for any reason the Promotion is not capable of running as originally planned, or fraud, technical failures, printing, mailing or distribution errors, or any other unanticipated causes or occurrences have compromised the fairness or integrity of the Promotion. In the event the Promotion is terminated prior to the stated end date, Sponsor reserves the right to award the prizes in a random drawing from among all eligible entries received as of the date of termination. The Promotion shall be governed by and construed in accordance with the laws of Wisconsin. By entering the Promotion, entrants hereby submit to the jurisdiction and venue of the federal and state courts of Wisconsin and waive the right to have disputes arising out of the subject matter hereof adjudicated in any other forum.

7. PRIZES: If a computer, mechanical, or any other error causes the number of prizes to exceed the number of prizes set forth in the Official Rules, a random drawing will be conducted from all purported eligible entries to award the total number of prizes. No more than the number of prizes listed in #3 PRIZES above will be awarded. Prizes cannot be transferred, substituted, or redeemed for cash except at the Sponsor's discretion. All taxes, including federal, state and local taxes are the sole responsibility of the winners. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason.

8. WINNERS LIST: The names of the winners may be obtained at the conclusion of the Promotion by sending a first class stamped, self-addressed envelope to: "Great Beginnings Bridal Registry Giveaway Game Winners List", P. O. Box 440272, Kennesaw, GA 30160-9505.

9. ENDING OF PROMOTION: Registration for this Promotion will end at 11:59 PM Central Standard Time on August 15, 2009. Any registration that is not received by August 15, 2009 at 11:59 PM Central Standard Time will not be entered.

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

11. SPONSOR: The sponsor of the Promotion is The Bon-Ton Department Stores, Inc., 2801 E. Market Street, York, PA 17402.