

## 2017 BACK TO SCHOOL SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

### ENTRY:

“2017 Back to School Sweepstakes” begins at 12:00 a.m. (CST) on July 19, 2017, and online entries must be received by 11:59 p.m. (CST) on September 4, 2017.

### LIMIT:

One online entry per person regardless of web address used to submit the entry. Any attempt to submit more than one entry per person may result in disqualification at Sponsor’s discretion.

### ELIGIBILITY:

Sweepstakes will be conducted online at:

- BOSTON STORE <http://www.bostonstore.com/backtoschool>
- BON-TON <http://www.bonton.com/backtoschool>
- BERGNER’S <http://www.bergners.com/backtoschool>
- CARSON’S <http://www.carsons.com/backtoschool>
- HERBERGERS <http://www.herbergers.com/backtoschool>
- ELDER-BEERMAN <http://www.elder-beerman.com/backtoschool>
- YOUNKERS <http://www.youngers.com/backtoschool>

The Sweepstakes is open to legal residents of the United States who are 13 years of age or older at the time of entry, except for employees of The Bon-Ton Stores, Inc. (“Sponsor”), its subsidiaries, retail stores, advertising and promotion agencies, and the immediate family members of those employees, including their spouses, parents, siblings, children, children-in-law, step-family members and members of the employee’s household, all of whom are ineligible to enter or win. Entrants under the age of 18 must get the permission of their parent or legal guardian before entering. Void wherever prohibited bylaw.

### HOW TO ENTER:

To enter for you chance to win, complete the entry form found on one of Bon-Ton Department Stores (7) websites: [www.bostonstore.com/backtoschool](http://www.bostonstore.com/backtoschool), [www.bonton.com/backtoschool](http://www.bonton.com/backtoschool), [www.bergners.com/backtoschool](http://www.bergners.com/backtoschool), [www.carsons.com/backtoschool](http://www.carsons.com/backtoschool), [www.elder-beerman.com/backtoschool](http://www.elder-beerman.com/backtoschool), [www.herbergers.com/backtoschool](http://www.herbergers.com/backtoschool), [www.youngers.com/backtoschool](http://www.youngers.com/backtoschool). Entrants must follow all online instructions in their entirety. Limit one entry per person. Sponsor is not responsible for entries that for any reason are late, lost or misdirected. Entries that are incomplete or illegible are void and will not be accepted for entry. All entries must include a postal address, not a post office box, to be considered as a valid entry. For prize fulfillment purposes, a potential winning entry having only a post office box address will be disqualified.

**PRIZES:**

Ten (10) winners will receive one (1) \$250 Bon-Ton gift card (the "Prize"). The odds of winning are based on the number of eligible entries received. The Prize winner (or his/her parent or legal guardian if the winner is under the age of 18) is responsible for all tax (federal, state, local and/or income) liability incurred from winning the prize. Sponsor reserves the right to substitute a prize of equal or greater value if the advertised prizes are unavailable for any reason. The Prize will be awarded if properly claimed.

**WINNER SELECTION:**

The Prize drawing will be held within 30 days of sweepstakes completion and the winner will be notified immediately. The odds of winning depend on the number of valid entries received. The Prize cannot be transferred or exchanged for cash, except at the sole discretion of the Sponsor due to unavailability. If the Prize is refused or prize notification is returned or deemed undeliverable, an alternate winner will be selected by random drawing. The Prize winner will be notified via email. Acceptance of a Prize constitutes permission for Sponsor and its advertising and promotional agencies to use the winner's name, photo and/or likeness and biographical information for advertising and promotional purposes without limitation and without additional compensation or permission unless prohibited by law.

Upon request by Sponsor, the Prize winner will provide written consent for such use. If by reason of error, more than one (1) prize is claimed, all persons making purportedly valid claims will be included in a random drawing to award the prize. If a Prize is won by a minor, it will be awarded in the name of his/her parent or legal guardian, and such parent or legal guardian must sign a waiver and release as a condition of receiving such prize.

**CONDITIONS:**

By entering, each participant (and, if a participant is under age 18, each participant's parent or legal guardian) agrees to: (a) abide by these official rules and the decisions of the Sponsor which shall be final in all respects; (b) release Sponsor, its divisions, retail stores, subsidiaries, affiliates, and advertising and promotion agencies, their respective directors, officers and employees from any and all liability for any injuries, losses or damages of any kind resulting from the participant's participation in the Sweepstakes or resulting from acceptance, possession, use, or misuse of any prize. All taxes and any incidentals and other expenses associated with any prize and not specified herein as being awarded are the sole responsibility of each winner (or his/her parent or legal guardian if the winner is a minor). Noncompliance with the official rules will result in disqualification. The Sponsor reserves the right to end the Sweepstakes earlier than September 4, 2017 or to extend the length of the Sweepstakes in its sole discretion. Sponsor assumes no responsibility for entries it is unable to process due to network outages, hardware or other technical failures.

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 or to be acting in violation of these Official Rules. The Sweepstakes is subject to all applicable federal, state, provincial, and local laws and regulations.

**RULES/WINNERS LIST:**

To obtain a copy of the official rules and/or list of winners via mail, send a stamped, self-addressed envelope to:

“2017 Back to School Sweepstakes”

The Bon-Ton Department Stores, Inc., Marketing Department  
331 W. Wisconsin Ave  
Milwaukee, WI 53203

Specify “winners list” or “rules” on your request.

**SPONSOR AND ADMINISTRATOR:**

The Bon-Ton Department Stores, Inc., Marketing Department, 331 W. Wisconsin Avenue,  
Milwaukee, WI 53203.