

The Bon-Ton Stores, Inc. YOUR REWARDS Sweepstakes

OFFICIAL RULES

No Purchase Necessary. A purchase will not increase your chances of winning. Void where prohibited.

The YOUR REWARDS Sweepstakes (“Sweepstakes”) is offered, operated and administered by The Bon-Ton Department Stores, Inc. Comenity Bank issues Bon-Ton Stores, Inc. credit card accounts. Comenity Bank is in no way affiliated with or responsible for the YOUR REWARDS Sweepstakes. Any disputes concerning awards or benefits under the Sweepstakes will not affect any payments or other obligations to Comenity Bank.

ENTRY: The Sweepstakes begins at 7:00 a.m. (CST) on March 1, 2018, and entries must be received by 11:59 p.m. (CST) on March 31, 2018. A new drawing will take place every week with winners being drawn weekly from those who enter March 1st-March 11th, March 12th -March 18th, March 19th-March 25th, and March 26th-March 31st.

ELIGIBILITY: Sweepstakes will be conducted online at:

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

The Sweepstakes is open only to legal residents of the fifty (50) United States (excluding Rhode Island) and the District of Columbia who are 18 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. Void wherever prohibited by law.

HOW TO ENTER: Register for the Sweepstakes by completing an entry form online at one of the websites listed above. Online entry requires user to provide first name, last name, and email address. Entries can be submitted daily and there is a limit of one entry per day in total across all entry websites. Only entries with all required information will be considered valid entries.

PRIZES: Winners will be selected for the following prizes.

Home Store \$1,000 Shopping Spree- For winner selected from entries received between March 1st - March 11th

Fashion Apparel \$1,000 Shopping Spree- For winner selected from entries received between March 12th-March 18th (choose Ladies', Men's and/or Kid's apparel)

Shoes, Handbags and Accessories \$1,000 Shopping Spree- For winner selected from entries received between March 19th-March 25th (excludes LXR & Co and fine jewelry)

Cosmetics and Fragrance \$1,000 Shopping Spree- For winner selected from entries received March 26th- March 31st.

For All Prizes: Each prize winner is responsible for all tax (federal, state, local and/or income) liability incurred from winning the prize and all fees associated with prize receipt and/or use. 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. All details of prizes are determined by Sponsor in its sole discretion. The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. All prizes are final sales and may not be returned. Each prize will be awarded if properly claimed. Odds of winning a prize depend on the number of eligible entries received during the week for each individual prize. An entrant has a chance of being selected to win more than one prize if the entrant enters each week for the new prize.

WINNER SELECTION: The random prize drawings will be drawn each Monday following completion of the week prior and the winners will be notified that day via the e-mail address provided. The odds of winning each individual prize may differ one from the next and depend on the number of valid entries received during each week in total. The prizes cannot be transferred, returned or exchanged for cash, except at the sole discretion of the Sponsor due to unavailability. Winners will receive forty eight (48) hours from receipt of e-mail from Sponsor to respond and accept the Prize and submit a signed affidavit confirming the winnings and acknowledging the requirements of the Sweepstakes. Should Sponsor not receive confirmation and the executed affidavit from the winner within that timeframe, a new winner will be selected by random drawing and the previous winner forfeits his/her rights to the prize. The new winner will also have forty-eight (48) hours from receipt of e-mail from Sponsor to respond and accept the Prize and submit a signed affidavit. Prizes will be awarded if properly claimed.

Awarded prizes must be utilized within fourteen (14) days from receipt of notice of winning and merchandise may be selected in-person at a local Bon-Ton affiliated store with the Store Manager (such connection to be made with the support of Sponsor). Should winner not have a Bon-Ton affiliated store within two (2) hours of driving time of his/her home, winners can select merchandise online with the support of Sponsor's employees managing this Sweepstakes. Winners must select and purchase the entire value of the prize winnings during the winning shopping trip scheduled or will forgo any unused prize winnings at that time. Winners must utilize prize winnings completely in the specific category of merchandise they are awarded through each weekly prize. **MERCHANDISE AWARDED THROUGH THIS SWEEPSTAKES IS NOT ELIGIBLE FOR RETURNS ONCE ACCEPTED.**

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 online or in-print 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, a prize has multiple claimants, all persons making purportedly valid claims will be included in a random drawing to award the prize.

CONDITIONS: By entering, each participant agrees to: (a) abide by these official rules and the decisions of the Sponsor which shall be final in all respects; and (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. Noncompliance with the official rules will result in disqualification. The Sponsor reserves the right to end the Sweepstakes earlier than March 31, 2018 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: Bon-Ton YOUR REWARDS Sweepstakes, 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.

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