

March 2, 2009
FOR IMMEDIATE RELEASE

**GOODWILL INDUSTRIES ENCOURAGES CUSTOMERS TO
PERFORM A MILLION ACTS OF GOODWILL**
Semi-Annual Bon-Ton Goodwill Sale Helps Local People Go to Work

Goodwill Industries of Northern Illinois and Wisconsin Stateline Area, Inc. is encouraging customers to participate in its million acts of Goodwill by donating gently used items through the semi-annual Bon-Ton Goodwill Sale. From March 11 to 24, customers who donate clean, gently-used clothing and home textiles at participating Bergner's, Elder-Beerman, and Carson Pirie Scott locations will receive 20 percent off coupons toward new spring merchandise, including apparel and cosmetics. One coupon is given per donated item. The donations will be sold at local Goodwill retail stores, where the revenue funds job training programs and career services for people who need it most in local communities. The popular trade-in promotion is a successful collaboration between Bon-Ton stores and Goodwill Industries.

As a kick off to this spring's Goodwill Sale, Goodwill Industries is introducing a new, interactive website designed to track the customer's donations and spread the word about this incredible event. Beginning on March 2, customers can log on to www.millionactsofgoodwill.com to learn more about Goodwill Industries' mission, get tips for cleaning out their closets and read about Bon-Ton's spring fashion trends. Every person who donated during the Goodwill Sale is contributing an "Act of Goodwill." The goal is to have one million people support the event. When the Goodwill Sale officially begins on March 11, customers may log on to www.millionactsofgoodwill.com and share what they donated. Site visitors will be rewarded for their participation with an additional coupon. A "Million Meter" will track the event's progress and with each step closer to the goal of one million, Bon-Ton will make an additional contribution to Goodwill Industries.

The fall 2008 semi-annual sale generated nearly 3.5 million pounds of donated clothing and textiles. From the sale of these donated items, Goodwill has earned more than \$13 million in revenues nationally to support Goodwill's job training and employment services for individuals with disabilities, a lack of education or job experience and others who are having a hard time finding employment.

"Donating and shopping during the Goodwill Sale is making an economic investment in your local communities," said Sam Schmitz, President of Goodwill Industries of Northern Illinois and Wisconsin Stateline Area, Inc. "Your donations to Goodwill will help strengthen your communities by helping people find meaningful employment to support themselves and their families."

The Bon-Ton Stores, Inc. operates 281 stores, which includes twelve 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. The stores offer a broad assortment of brand-name fashion apparel and accessories for women, men and children, as well as cosmetics and home furnishings.



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"This semi-annual event affords a wonderful benefit to our customers. Our customers can donate their items to be re-sold for a great cause while receiving a substantial discount on our new spring fashions," says Bud Bergren, President and chief executive officer of The Bon-Ton Stores, Inc. "The Goodwill Sale exemplifies our commitment to the communities in which we operate."

LOCAL PARTICIPATING STORES INCLUDE:

Bergner's Cherryvale
7200 Harrison Avenue
Rockford, IL 61112

Bergner's Machesney Park
8790 N. Second Street
Machesney Park, IL 61115

Bergner's Sterling
Northland Mall
2900 E. Lincolnway
Sterling, IL 61081

Carson Pirie Scott DeKalb
2500 Sycamore Road
DeKalb, IL 60115

Elder-Beerman Beloit Mall
100 Beloit Mall
Beloit, WI 53511

Goodwill Industries of Northern Illinois and Wisconsin Stateline Area, Inc. is a community-based not-for-profit organization that provides education, employment and job placement for persons in need. Goodwill stores in northern Illinois (Rockford, Machesney Park, Freeport, Sterling) and Beloit, Wisconsin employ more than 170 people.

For more information on this event, please call Craig at (815) 965-3795.

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