

FOR IMMEDIATE RELEASE

Yunique Solutions to Provide Bon-Ton Stores, Inc. with PLM Software Solutions across Private Brands Operations

U.S. fashion retailer Bon-Ton Stores will implement product lifecycle management (PLM) and supplier relationship management (SRM) software solutions from Yunique Solutions across its entire private brands operations. In replacing its legacy PDM system, the company expects to improve and enhance its product specifications, line planning, image management, vendor collaboration, and overall process tracking and management capabilities. After a rigorous software and vendor evaluation process, Bon-Ton selected Yunique based on technical requirements best-fit, user community buy-in, and system integration capabilities.

NEW YORK, NY (PRWEB) - November 4, 2008 – **Yunique Solutions Inc.** (<http://www.yunique.com>) announces that **Bon-Ton Stores Inc.** (NASDAQ: BONT), the York, PA-based retailer of fashion apparel, accessories, footwear, cosmetics, and home furnishings, will implement its **plmOn™** product lifecycle management (PLM) and **srmOn™** supplier relationship management software solutions across their North American private brands operations. With the first phase of implementation expected to go-live in January 2009, the department store operator plans to systematically expand use of the system to integrate more than 100 employees with its vendor partners. The Yunique software will replace a 9 year old legacy PDM system to improve creation of technical product specifications, while also adding new system capabilities such as line planning, image management, vendor collaboration, and workflow and process management.

“We needed a PLM solution that could enable us to improve the efficiency of our entire private brand process,” noted Chuck Gilreath, Vice President of Sourcing for Bon-Ton Private Brands. “Even though we had a PDM system, we were still relying far too much on email and spreadsheet programs to manage our process. We wanted software that would support all aspects of the development cycle and free-up our people to be more creative.”

Gilreath continued, “In making the selection, we looked to address a wide range of technical requirements including areas like color approval and lab dips, image management, third-party compliance, lab testing, and vendor collaboration. But equally important to us was finding a solution that was visual and intuitive enough that our people would actually want to use it. After evaluating 19 different software products, we decided that Yunique not only was the best-fit solution for our current needs, but their vision for the future aligns closely with the way we want to grow.”

Bon-Ton CIO Jim Lance added, “Yunique’s technology structure fits well with our item management systems. The web-based platform allows us to conveniently share and collaborate on product information throughout our company and with vendor partners. The Yunique product will integrate well with other systems to support automation to speed item and purchase order creation as well as accessing merchandise assortment planning placeholders to obtain color, size, and quantity information. The systems are scalable, flexible, and cost effective.”

A 30-year veteran of the fashion industry, Gilreath concluded that “Yunique demonstrated much deeper fashion expertise than many of the other PLM providers we evaluated. This resulted in system features and capabilities that our teams found to be highly productive as well as easy to use. We also like that they are open to new ideas and are eager to work in collaboration with us as a vendor partner. For Bon-Ton, Yunique brings the right formula for growth.”

Bon-Ton Stores, Inc. (<http://www.bonton.com>) operates 281 stores, including 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 and, under the Parisian nameplate, stores in the Detroit, Michigan area. 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.

“We are pleased to partner with Bon-Ton Stores to enhance the business”, noted Simon Poulton, Director of Sales at Yunique. “We look forward to adding value at Bon-Ton through our solutions as well as by integrating with their other innovative technology initiatives.”

About Yunique Solutions

Yunique Solutions Inc. is a New York-based developer of 100% browser-based product lifecycle management and supplier relationship management solutions that enable today's fast-paced apparel, home textiles, and accessories retailers and manufacturers speed more trend-setting merchandise to market by improving collaboration across their extended supply chains.

Yunique's flagship plmOn™ and srmOn™ products comprise a comprehensive suite of industry-specific technologies and services including digital asset (image) management, tech pack management, quotation and bid management, sample and production planning and tracking, pre-concept line management, and materials management. Based on the latest Microsoft .NET platform, Yunique's software solutions leverage the internet to provide organizations with the ease of use and global connectivity needed to execute, analyze, and optimize their businesses.

Yunique Solutions has been ranked by its customers as the top tier-one PLM solution provider to the fashion industry for the past two years in an independent survey conducted by Apparel magazine. For more information on Yunique Solutions and its products, phone (212) 672-0098 (New York) or visit the website at www.yunique.com.

Yunique Solutions... creating and developing unique solutions

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