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**Schneider National Intermodal Earns Transportation Excellence  
Award from Bon-Ton Stores, Inc.**

*Exceptional Performance Puts Department Store Company's Service  
Award in the Bag for Schneider*

**GREEN BAY, Wis. – Nov. 3, 2008** – Schneider National, a leading provider of transportation, intermodal and logistics services, announced today it has received The Bon-Ton Stores, Inc.'s 2007 Award for Transportation Excellence. The Bon-Ton Stores is one of the country's largest regional department store chains, operating well-known franchises such as Bon-Ton, Bergner's, Boston Store, Carson Pirie Scott, Elder-Beerman, Herbergers, Younkers and, under the Parisian nameplate, stores in the Detroit, Mich., area. The company noted Schneider's on-time pickup and delivery rates and high level of customer service in its selection of the transportation provider.

"With the cost of fuel on the rise, we had to rethink our whole supply chain. Schneider stepped in and showed us how we could use intermodal services to help get products into our stores," said Robert Hook, divisional vice president, transportation, The Bon-Ton Stores, Inc. "After a successful trial run, we implemented Schneider Intermodal into our day-to-day transportation plan and have shifted a significant amount of freight to rail. This is our first use of intermodal services, and Schneider's consistency in exceptional performance and willingness to develop strategic solutions were two reasons we decided to honor them."

Schneider introduced the idea of intermodal transportation to Bon-Ton as the wave of the future for larger retail stores. Fittingly, during the Bon-Ton awards presentation, top management said, "When the surge hits again this year, we can expect to see a 'sea of orange' at our distribution centers."

"It's an honor and a privilege to be recognized with Bon-Ton's transportation excellence award," said Bill Matheson, president of Schneider National Intermodal. "Our relationship with Bon-Ton is just one year old,



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and it's gratifying to make such a significant customer contribution right out of the gate. We also admire that Bon Ton is taking deliberate steps to reduce the carbon footprint of their supply chain and that intermodal transport is helping them achieve that."

Schneider National Intermodal provides award-winning service for customers across North America. In 2008, industry leaders Wal-Mart Stores, Inc., Georgia-Pacific LLC and the United States Environmental Protection Agency have recognized Schneider Intermodal.

**About Schneider National, Inc.**

Schneider National, Inc. is a premier provider of transportation and logistics services, enhancing the standard of living worldwide. The nation's largest truckload carrier, Schneider serves more than two-thirds of the FORTUNE 500 companies and offers the broadest portfolio of services to small, medium and global shippers across the globe. The company's transportation and logistics solutions include van/truckload, dedicated, expedited, bulk, Western regional, intermodal, transportation management, freight brokerage, air/ocean freight forwarding, customs house brokerage, transloading and distribution, supply chain management, supply chain advisory services, and freight audit and payment (Europe).

Headquartered in Green Bay, Wis., Schneider National has provided expert transportation and logistics solutions for more than 70 years. A \$3.4 billion company, Schneider National employs 21,400 transportation and logistics experts worldwide, including operations in North America, Europe and Asia. For more information, visit [www.schneider.com](http://www.schneider.com).

**About Bon-Ton Stores, Inc.**

The Bon-Ton Stores, Inc., operates 281 stores, including 12 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, Mich., 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. For further information, please visit the investor relations section of the Company's Web site at <http://investors.bonton.com>.

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