

**For Immediate Release:** February 2, 2017  
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**The Buckle, Inc. Press Release Narrative for 2/02/2017**

Our February 2, 2017, press release reported that comparable store sales, for stores open at least one full year, for the four-week period ended January 28, 2017, were down 17.6 percent in comparison to the prior year four-week period ended January 30, 2016. Total net sales for the four-week fiscal month were down 17.2 percent to \$43.9 million compared to net sales of \$53.0 million in the prior year four-week fiscal month, which ended on January 30, 2016.

Please note that net sales for the four-week period ended January 28, 2017 are reported net of the impact of both reward redemptions and accruals for estimated future rewards related to the Company's new Guest Loyalty program, which launched during the fiscal quarter ended April 30, 2016.

On the men's side of the business, total sales for the four-week fiscal period ending January 28, 2017, were down approximately 11.0 percent in comparison to the prior year four-week fiscal period ending January 30, 2016. The men's business represented approximately 47.5 percent of total sales for the month versus approximately 44.5 percent in the prior year fiscal January. For the fiscal month, overall price points on the men's side of the business were down approximately 5.5 percent.

On the women's side of the business, total sales for the four-week fiscal period ending January 28, 2017, were down approximately 21.5 percent in comparison to the prior year four-week fiscal period ending January 30, 2016. The women's business represented approximately 52.5 percent of total sales for the month versus approximately 55.5 percent in the prior year fiscal January. For the fiscal month, overall price points on the women's side of the business were down approximately 7.5 percent.

Within the men's and women's categories combined, accessory sales for the fiscal month were down approximately 17.5 percent in comparison to the prior year fiscal January, while footwear sales were down approximately 21.5 percent. These two categories accounted for approximately 8.0 percent and 5.0 percent, respectively, of the current fiscal January's net sales. This compares with approximately 8.5 percent and 5.5 percent for each of these categories for the same period in the prior year. Average accessory price points were down approximately 5.0 percent and average footwear price points were down approximately 23.0 percent for the fiscal month.

UPT's were up approximately 2.5 percent and the average transaction value was down approximately 5.0 percent for the four-week fiscal month ended January 28, 2017, compared to the prior year four-week fiscal month ended January 30, 2016.

With the closure of three stores during fiscal January and two stores earlier this week, Buckle currently operates 465 retail stores in 44 states compared to 468 stores in 44 states as of February 2, 2016.

It is our Company policy not to provide any guidance on current sales or to project results for the next quarter. Additionally, any forward looking statements made during this commentary involve material risks and uncertainties and are subject to change based on factors which may be beyond the Company's control. Accordingly, the Company's future performance and financial results may differ materially from those expressed or implied in any such forward-looking statements. Such factors include, but are not limited to, those described in the Company's filings with the Securities and Exchange Commission.