



The Buckle, Inc.

2407 W. 24<sup>th</sup> St. Kearney, NE 68845

P.O. Box 1480 Kearney, NE 68848-1480

phone: 308-236-8491

fax: 308-236-4493

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**web:** [www.buckle.com](http://www.buckle.com)

**Contact:** Karen B. Rhoads, Chief Financial Officer  
**The Buckle, Inc.**  
(308) 236-8491

### **THE BUCKLE, INC. REPORTS JANUARY 2017 NET SALES**

**KEARNEY, NE** -- The Buckle, Inc. (NYSE: BKE) announced today that comparable store net sales, for stores open at least one year, for the 4-week period ended January 28, 2017 decreased 17.6 percent in comparison to comparable store net sales for the 4-week period ended January 30, 2016. Net sales for the 4-week fiscal month ended January 28, 2017 decreased 17.2 percent to \$43.9 million compared to net sales of \$53.0 million for the prior year 4-week fiscal month ended January 30, 2016.

Comparable store net sales for the 13-week fourth quarter ended January 28, 2017 decreased 16.1 percent from comparable store net sales for the 13-week period ended January 30, 2016. Net sales for the 13-week fiscal fourth quarter ended January 28, 2017 decreased 15.7 percent to \$280.0 million compared to net sales of \$332.0 million for the prior year 13-week fiscal fourth quarter ended January 30, 2016.

Comparable store net sales year-to-date for the 52-week period ended January 28, 2017 decreased 13.5 percent from comparable store net sales for the 52-week period ended January 30, 2016. Net sales for the 52-week fiscal period ended January 28, 2017 decreased 12.9 percent to \$974.9 million from net sales of \$1.120 billion for the prior year 52-week fiscal period ended January 30, 2016.

Please note that net sales for the 4-week, 13-week, and 52-week periods 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.

#### **About Buckle**

Offering a unique mix of high-quality, on-trend apparel, accessories, and footwear, Buckle caters to fashion-conscious young men and women. Known as a denim destination, each store carries a wide selection of fits, styles, and finishes from leading denim brands, including the Company's exclusive brand, BKE. Headquartered in Kearney, Nebraska, Buckle currently operates 465 retail stores in 44 states, which includes the closing of three stores during fiscal January (Chesterfield, Missouri; Alpharetta, Georgia; and Trussville, Alabama) and the closing of two stores earlier this week (Edina, Minnesota and Towson, Maryland). The Company operated 468 stores in 44 states as of February 2, 2016. To listen to the Company's recorded monthly sales commentary, please call (308) 238-2500.

SAFE HARBOR STATEMENT UNDER THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995: All forward-looking statements made by the Company 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. The Company does not undertake to publicly update or revise any forward-looking statements even if experience or future changes make it clear that any projected results expressed or implied therein will not be realized.

News releases and other information about The Buckle, Inc., can be found on the Internet at [www.buckle.com](http://www.buckle.com)

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