

For Immediate Release: March 2, 2017
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The Buckle, Inc. Press Release Narrative for 3/02/2017

Our March 2, 2017, press release reported that comparable store sales, for stores open at least one full year, for the four-week period ended February 25, 2017, were down 23.2 percent in comparison to the prior year four-week period ended February 27, 2016. Total net sales for the four-week fiscal month were down 23.3 percent to \$62.8 million compared to net sales of \$81.8 million in the prior year four-week fiscal month, which ended on February 27, 2016.

On the men's side of the business, total sales for the four-week fiscal period ending February 25, 2017, were down approximately 21.5 percent in comparison to the prior year four-week fiscal period ending February 27, 2016. The men's business represented approximately 46.5 percent of total sales for the month versus approximately 45.5 percent in the prior year fiscal February. For the fiscal month, overall price points on the men's side of the business were down approximately 7.5 percent.

On the women's side of the business, total sales for the four-week fiscal period ending February 25, 2017, were down approximately 24.5 percent in comparison to the prior year four-week fiscal period ending February 27, 2016. The women's business represented approximately 53.5 percent of total sales for the month versus approximately 54.5 percent in the prior year fiscal February. For the fiscal month, overall price points on the women's side of the business were down approximately 11.5 percent.

Within the men's and women's categories combined, accessory sales for the fiscal month were down approximately 22.5 percent in comparison to the prior year fiscal February, while footwear sales were down approximately 28.0 percent. These two categories accounted for approximately 8.5 percent and 5.5 percent, respectively, of the current fiscal February's net sales. This compares with approximately 8.5 percent and 6.0 percent for each of these categories for the same period in the prior year. Average accessory price points were down approximately 3.0 percent and average footwear price points were down approximately 15.5 percent for the fiscal month.

UPT's were up approximately 5.0 percent and the average transaction value was down approximately 5.0 percent for the four-week fiscal month ended February 25, 2017, compared to the prior year four-week fiscal month ended February 27, 2016.

Buckle currently operates 465 retail stores in 44 states compared to 468 stores in 44 states as of March 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.