

**For Immediate Release:** May 4, 2017  
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**The Buckle, Inc. Press Release Narrative for 5/04/2017**

Our May 4, 2017, press release reported that comparable store sales, for stores open at least one full year, for the four-week period ended April 29, 2017, were down 3.5 percent in comparison to the prior year four-week period ended April 30, 2016. Total net sales for the four-week fiscal month were down 3.9 percent to \$62.6 million compared to net sales of \$65.2 million in the prior year four-week fiscal month, which ended on April 30, 2016.

Please note that prior year reported net sales and comparable store net sales for the 4-week fiscal month ended April 30, 2016 were net of a \$3.0 million adjustment recorded as a reduction of revenue to accrue for estimated future rewards related to the Company's new Guest Loyalty program. Absent the impact of the Guest Loyalty program (both reward redemptions and accruals for estimated future rewards), total net sales for the fiscal month ended April 29, 2017 were down 7.3 percent while comparable store net sales were down 7.0 percent.

On the men's side of the business, total sales for the four-week fiscal period ending April 29, 2017, were down approximately 4.0 percent in comparison to the prior year four-week fiscal period ending April 30, 2016. The men's business represented approximately 47.5 percent of total sales for the month versus approximately 45.5 percent in the prior year fiscal April. 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 April 29, 2017, were down approximately 11.5 percent in comparison to the prior year four-week fiscal period ending April 30, 2016. The women's business represented approximately 52.5 percent of total sales for the month versus approximately 54.5 percent in the prior year fiscal April. For the fiscal month, overall price points on the women's side of the business were down approximately 8.5 percent.

Within the men's and women's categories combined, accessory sales for the fiscal month were down approximately 8.0 percent in comparison to the prior year fiscal April, while footwear sales were down approximately 4.0 percent. These two categories accounted for approximately 8.5 percent and 7.0 percent, respectively, of the current fiscal April's net sales. This compares with approximately 8.5 percent and 7.0 percent for each of these categories for the same period in the prior year. Average accessory price points were down approximately 4.0 percent and average footwear price points were down approximately 7.5 percent for the fiscal month.

UPT's were up approximately 2.5 percent and the average transaction value was down approximately 4.5 percent for the four-week fiscal month ended April 29, 2017, compared to the prior year four-week fiscal month ended April 30, 2016.

With the closing of two stores in fiscal April, Buckle currently operates 462 retail stores in 44 states compared to 467 stores in 44 states as of May 4, 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.