



The Buckle, Inc.

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THE BUCKLE, INC. REPORTS DECEMBER 2014 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 5-week period ended January 3, 2015 increased 2.5 percent from comparable store net sales for the 5-week period ended January 4, 2014. Net sales for the 5-week fiscal period ended January 3, 2015 increased 5.4 percent to \$190.6 million from net sales of \$180.9 million for the prior year 5-week fiscal period ended January 4, 2014.

Comparable store net sales year-to-date for the 48-week period ended January 3, 2015 decreased 0.1 percent from comparable store net sales for the 48-week period ended January 4, 2014. Net sales for the 48-week fiscal period ended January 3, 2015 increased 2.2 percent to \$1.094 billion from net sales of \$1.071 billion for the prior year 48-week fiscal period ended January 4, 2014.

The Company also announced today that, beginning with the new fiscal year, the Company will begin including online sales in its reported comparable store sales. Currently, online sales are excluded from comparable store sales. This change will be effective for the Company's February 2015 monthly sales release and for all future periods.

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 463 retail stores in 44 states. The Company operated 450 stores in 43 states as of January 8, 2014. 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

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