

**For Immediate Release:** January 10, 2019  
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**The Buckle, Inc. Press Release Narrative for 1/10/2019**

Our January 10, 2019 press release reported that comparable store sales, for stores open at least one full year, for the five-week period ended January 5, 2019, were down 0.2 percent in comparison to the prior year five-week period ended January 6, 2018. Total net sales for the five-week fiscal month decreased 6.7 percent to \$137.4 million compared to net sales of \$147.2 million in the prior year five-week fiscal month ended December 30, 2017.

On the men's side of the business, total sales for the five-week fiscal period ended January 5, 2019 were up 2.5 percent in comparison to the prior year five-week period ended January 6, 2018. The men's business represented approximately 59.0 percent of total sales for the fiscal month versus approximately 58.5 percent in the prior year fiscal December. For the fiscal month, overall price points on the men's side of the business were down approximately 2.0 percent.

On the women's side of the business, total sales for the five-week fiscal period ended January 5, 2019 were down approximately 1.5 percent in comparison to the prior year five-week period ended January 6, 2018. The women's business represented approximately 41.0 percent of total sales for the month versus approximately 41.5 percent in the prior year fiscal December. For the fiscal month, overall price points on the women's side of the business were down about 4.0 percent.

Within the men's and women's categories combined, accessory sales for the fiscal month were down approximately 3.0 percent in comparison to the same five-week period a year ago, while footwear sales were up about 25.0 percent. These two categories accounted for approximately 10.0 percent and 6.5 percent, respectively, of the current fiscal December net sales. This compares with approximately 10.5 percent and 5.5 percent, respectively, for each in the prior year fiscal December. Average accessory price points were down approximately 3.0 percent and average footwear price points were down about 2.0 percent for the fiscal month.

For the month, UPT's increased approximately 5.5% and the average transaction value increased about 2.0%, compared to the prior year five-week period ended January 6, 2018.

Buckle currently operates 452 retail stores in 43 states compared to 458 stores in 44 states as of January 10, 2018.

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.