



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

**For Immediate Release:** February 5, 2015

**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 2015 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 31, 2015 increased 0.8 percent from comparable store net sales for the 4-week period ended February 1, 2014. Net sales for the 4-week fiscal period ended January 31, 2015 increased 3.6 percent to \$58.9 million from net sales of \$56.9 million for the prior year 4-week fiscal period ended February 1, 2014.

Comparable store net sales for the 13-week fourth quarter ended January 31, 2015 increased 1.1 percent from comparable store net sales for the 13-week period ended February 1, 2014. Net sales for the 13-week fiscal fourth quarter ended January 31, 2015 increased 4.3 percent to \$353.5 million compared to net sales of \$339.0 million for the prior year 13-week fiscal fourth quarter ended February 1, 2014.

Comparable store net sales year-to-date for the 52-week period ended January 31, 2015 were flat in comparison to the 52-week period ended February 1, 2014. Net sales for the 52-week fiscal period ended January 31, 2015 increased 2.2 percent to \$1.153 billion from net sales of \$1.128 billion for the prior year 52-week fiscal period ended February 1, 2014.

As previously announced, 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 460 retail stores in 44 states compared to 449 stores in 43 states as of February 5, 2014. This includes the recent closure of three stores in fiscal January. 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)

###