

**For Immediate Release:** February 8, 2018  
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**The Buckle, Inc. Press Release Narrative for 2/08/2018**

Our February 8, 2018 press release reported that comparable store sales, for stores open at least one full year, for the five-week period ending February 3, 2018, were up 0.2 percent in comparison to the prior year five-week period ending February 4, 2017. Total net sales for the five-week fiscal month were up 27.1 percent to \$55.7 million compared to net sales of \$43.9 million in the prior year four-week fiscal month.

Please note that January 2018 was a five-week fiscal period, ending Buckle's 53-week fiscal year. The prior January was a four-week fiscal period, ending a 52-week fiscal year.

On the men's side of the business, total sales for the five-week fiscal period ending February 3, 2018 were up approximately 3.5 percent in comparison to the prior year five-week period ending February 4, 2017. The men's business represented approximately 49.5 percent of total sales for the fiscal month versus approximately 47.5 percent in the prior year fiscal January. For the fiscal month, overall price points on the men's side of the business were down approximately 3.0 percent.

On the women's side of the business, total sales for the five-week fiscal period ending February 3, 2018 were down approximately 5.5 percent in comparison to the prior year five-week period ending February 4, 2017. The women's business represented approximately 50.5 percent of total sales for the month versus approximately 52.5 percent in the prior year fiscal January. For the fiscal month, overall price points on the women's side of the business were down about 2.0 percent.

Within the men's and women's categories combined, accessory sales for the fiscal month were down approximately 4.5 percent in comparison to the prior year five-week period, while footwear sales were up approximately 4.0 percent. These two categories accounted for approximately 8.0 percent and 5.5 percent, respectively, of the current fiscal January net sales. This compares with approximately 8.0 percent and 5.0 percent for each of these categories for the prior year fiscal January. Average accessory price points were up approximately 6.5 percent and average footwear price points were up about 4.5 percent for the fiscal month.

For the fiscal month, UPT's increased approximately 1.0% and the average transaction value decreased just slightly, compared to the prior year fiscal January.

Buckle currently operates 457 retail stores in 44 states compared to 465 stores in 44 states as of February 8, 2017.

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.