



The Buckle, Inc.

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THE BUCKLE, INC. REPORTS JANUARY 2018 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 February 3, 2018 increased 0.2 percent from comparable store net sales for the 5-week period ended February 4, 2017. Net sales for the 5-week fiscal month ended February 3, 2018 increased 27.1 percent to \$55.7 million from net sales of \$43.9 million for the prior year 4-week fiscal month ended January 28, 2017.

January 2018 was a 5-week fiscal period, ending Buckle's 53-week fiscal year. The prior January was a 4-week fiscal period, ending a 52-week fiscal year. Comparable store net sales for the month, quarter, and year-to-date periods are compared to the 5-week, 14-week, and 53-week periods ended February 4, 2017.

Comparable store net sales for the 14-week fourth quarter ended February 3, 2018 decreased 3.2 percent from comparable store net sales for the 14-week period ended February 4, 2017. Net sales for the 14-week fiscal fourth quarter ended February 3, 2018 increased 0.4 percent to \$281.2 million compared to net sales of \$280.0 million for the prior year 13-week fiscal fourth quarter ended January 28, 2017.

Comparable store net sales year-to-date for the 53-week period ended February 3, 2018 decreased 7.2 percent from comparable store net sales for the 53-week period ended February 4, 2017. Net sales for the 53-week fiscal year ended February 3, 2018 decreased 6.3 percent to \$913.4 million from net sales of \$974.9 million for the prior year 52-week fiscal year ended January 28, 2017.

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 457 retail stores in 44 states, which includes the closing of five stores post-holiday. The Company operated 465 stores in 44 states as of February 8, 2017. 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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