



The Buckle, Inc.

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**THE BUCKLE, INC. REPORTS FEBRUARY 2017 NET SALES AND  
ANNOUNCES FOURTH QUARTER EARNINGS CONFERENCE CALL**

**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 February 25, 2017 decreased 23.2 percent from comparable store net sales for the 4-week period ended February 27, 2016. Net sales for the 4-week fiscal month ended February 25, 2017 decreased 23.3 percent to \$62.8 million from net sales of \$81.8 million for the prior year 4-week fiscal month ended February 27, 2016.

The Company will announce fourth quarter and full year fiscal 2016 earnings the morning of Friday, March 10, 2017. Management will hold a conference call at 9:00 a.m. EST on March 10, 2017 to discuss results for the quarter. To participate in the call, please call (800) 230-1059 for domestic calls or (612) 234-9960 for international calls and reference the conference code 419676. A replay of the call will be available for a two-week period beginning March 10, 2017 at 11:00 a.m. EST by calling (800) 475-6701 for domestic calls or (320) 365-3844 for international calls and entering the conference code 419676.

**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 465 retail stores in 44 states compared to 468 stores in 44 states as of March 2, 2016. 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)

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