

**For Immediate Release:** March 7, 2019  
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**The Buckle, Inc. Press Release Narrative for 3/7/2019**

Our March 7, 2019 press release reported that comparable store sales, for stores open at least one full year, for the four-week period ended March 2, 2019, were down 6.8 percent in comparison to the prior year four-week period ended March 3, 2018. Total net sales for the four-week fiscal month decreased 7.2 percent to \$59.4 million compared to net sales of \$64.0 million in the prior year four-week fiscal month ended March 3, 2018.

On the men's side of the business, total sales for the four-week fiscal period ended March 2, 2019 were down about 4.0 percent in comparison to the prior year four-week period ended March 3, 2018. The men's business represented approximately 51.5 percent of total sales for the fiscal month versus approximately 50.0 percent in the prior year fiscal February. For the fiscal month, overall price points on the men's side of the business were down approximately 0.5 percent.

On the women's side of the business, total sales for the four-week fiscal period ended March 2, 2019 were down approximately 10.0 percent in comparison to the prior year four-week period ended March 3, 2018. The women's business represented approximately 48.5 percent of total sales for the month versus approximately 50.0 percent in the prior year fiscal February. For the fiscal month, overall price points on the women's side of the business were down about 4.5 percent.

Within the men's and women's categories combined, accessory sales for the fiscal month were down approximately 7.0 percent in comparison to the prior year fiscal February, while footwear sales were up about 2.0 percent. These two categories accounted for approximately 8.5 percent and 6.5 percent, respectively, of the current fiscal February net sales. This compares with approximately 8.5 percent and 6.0 percent, respectively, for each in the prior year fiscal February. Average accessory price points were down approximately 7.0 percent and average footwear price points were down about 0.5 percent for the fiscal month.

For the month, UPT's increased approximately 2.0% and the average transaction value decreased just slightly, compared to the prior year fiscal February.

Buckle currently operates 450 retail stores in 42 states compared to 456 stores in 43 states as of March 7, 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.