



The Buckle, Inc.

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**THE BUCKLE, INC. REPORTS FEBRUARY 2018 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 March 3, 2018 decreased 5.3 percent from comparable store net sales for the 4-week period ended March 4, 2017. Net sales for the 4-week fiscal month ended March 3, 2018 increased 2.0 percent to \$64.0 million from net sales of \$62.8 million for the prior year 4-week fiscal month ended February 25, 2017.

Due to the 53rd week in fiscal 2017, February 2018 comparable store net sales are compared to the four-week period ended March 4, 2017.

The Company will announce fourth quarter and full year fiscal 2017 earnings the morning of Friday, March 16, 2018. Management will hold a conference call at 10:00 a.m. EDT on March 16, 2018 to discuss results for the quarter. To participate in the call, please call (800) 288-9626 for domestic calls or (612) 332-0637 for international calls and reference the conference code 445869. A replay of the call will be available for a two-week period beginning March 16, 2018 at 12:00 p.m. EDT by calling (800) 475-6701 for domestic calls or (320) 365-3844 for international calls and entering the conference code 445869.

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 456 retail stores in 43 states which includes the closing of one store in fiscal February. The Company operated 465 stores in 44 states as of March 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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