



The Buckle, Inc.

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**THE BUCKLE, INC. ANNOUNCES CHANGE TO A VIRTUAL MEETING FORMAT FOR 2020
ANNUAL MEETING OF STOCKHOLDERS**

KEARNEY, NE -- The Buckle, Inc. (NYSE: BKE) announced today a change in the format of its 2020 Annual Meeting of Stockholders (the "Meeting") from in-person to virtual-only. Due to the ongoing public health impact of the coronavirus pandemic (COVID-19) and to support the health and well-being of the Company's stockholders and employees, the Company will hold the Meeting in a virtual meeting format only, via live audio webcast. As previously announced, the Meeting will be held on Monday, June 1, 2020 at 11:00 a.m. EDT.

As described in the Company's proxy materials previously distributed for the Meeting, stockholders of record at the close of business on March 27, 2020, the record date, are entitled to participate in and to vote at the Meeting. To participate in and/or vote at the virtual Meeting, utilize the special website at www.virtualshareholdermeeting.com/bke2020. Stockholders must enter the 16-digit control number found within their proxy materials. Stockholders are encouraged to vote prior to the Meeting by Internet, by telephone, or by mail per the instructions on their proxy card. Stockholders that have already voted do not need to vote again.

For additional information regarding how stockholders may access, vote, and participate in the virtual Meeting, please refer to the Company's supplemental proxy materials filed with the Securities and Exchange Commission. The proxy statement for the Meeting and the Company's 2019 Annual Report are available at www.proxyvote.com. These materials also are available on the Company's investor relations website at www.corporate.buckle.com/investors.

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 446 retail stores in 42 states.

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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