

**For Immediate Release:** July 11, 2019  
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**The Buckle, Inc. Press Release Narrative for 7/11/2019**

Our July 11, 2019 press release reported that comparable store sales, for stores open at least one full year, for the five-week period ended July 6, 2019, increased 6.2 percent in comparison to the prior year five-week period ended July 7, 2018. Total net sales for the five-week fiscal month increased 5.5% to \$74.8 million compared to net sales of \$70.9 million in the prior year five-week fiscal month ended July 7, 2018.

On the men's side of the business, total sales for the five-week fiscal period ended July 6, 2019 were up 6.5% in comparison to the prior year five-week period ended July 7, 2018. The men's business represented approximately 56.0 percent of total sales for the fiscal month versus approximately 55.5 percent in the prior year fiscal June. For the fiscal month, overall price points on the men's side of the business were down approximately 3.0 percent.

On the women's side of the business, total sales for the five-week fiscal period ended July 6, 2019 were up approximately 5.0 percent in comparison to the prior year five-week period ended July 7, 2018. The women's business represented approximately 44.0 percent of total sales for the month versus approximately 44.5 percent in the prior year fiscal June. For the fiscal month, overall price points on the women's side of the business were down about 6.0 percent.

Within the men's and women's categories combined, accessory sales for the fiscal month were up approximately 5.5 percent in comparison to the prior year fiscal June, and footwear sales were up about 20.5 percent. These two categories accounted for approximately 10.5 percent and 7.5 percent, respectively, of the current fiscal June net sales. This compares with approximately 10.5 percent and 6.5 percent, respectively, for each in the prior year fiscal June. Average accessory price points were down approximately 14.5 percent and average footwear price points were down about 3.0 percent for the fiscal month.

For the month, UPT's increased approximately 4.0% and the average transaction value decreased 0.5% compared to the prior year fiscal June.

Buckle currently operates 448 retail stores in 42 states compared to 455 stores in 43 states as of July 11, 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.