



The Buckle, Inc.

2407 W. 24th St. Kearney, NE 68845

P.O. Box 1480 Kearney, NE 68848-1480

phone: 308-236-8491

fax: 308-236-4493

web: www.buckle.com

For Immediate Release: September 3, 2020

Contact: Thomas B. Heacock, Chief Financial Officer
The Buckle, Inc.
(308) 236-8491

THE BUCKLE, INC. REPORTS AUGUST 2020 NET SALES

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 August 29, 2020 increased 1.7 percent from comparable store net sales for the 4-week period ended August 31, 2019. Net sales for the 4-week fiscal month ended August 29, 2020 increased 1.2 percent to \$78.1 million from net sales of \$77.2 million for the prior year 4-week fiscal month ended August 31, 2019.

As of August 29, 2020, 432 of Buckle's 446 stores were open. Of the 14 stores which were closed, 1 has not yet reopened due to damage sustained during the COVID-19 closure period. The remaining 13 stores are located in California and had previously reopened but were subsequently closed again in accordance with state guidelines. Comparable store net sales, excluding these 14 closed stores, for the 4-week period ended August 29, 2020 increased 4.6 percent from comparable store net sales for the same period a year ago.

Comparable store net sales year-to-date for the 30-week period ended August 29, 2020 decreased 14.7 percent from comparable store net sales for the 30-week period ended August 31, 2019. Net sales for the 30-week fiscal period ended August 29, 2020 decreased 15.1 percent to \$409.5 million from net sales of \$482.3 million for the prior year 30-week fiscal period ended August 31, 2019.

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 compared to 449 stores in 42 states as of September 3, 2019. 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

###