

**For Immediate Release:** October 11, 2018  
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**The Buckle, Inc. Press Release Narrative for 10/11/2018**

Our October 11, 2018 press release reported that comparable store sales, for stores open at least one full year, for the five-week period ended October 6, 2018, were down 2.4 percent in comparison to the prior year five-week period ended October 7, 2017. Total net sales for the five-week fiscal month decreased 3.2 percent to \$75.4 million compared to net sales of \$77.9 million in the prior year five-week fiscal month ended September 30, 2017.

On the men's side of the business, total sales for the five-week fiscal period ended October 6, 2018 were down approximately 0.5 percent in comparison to the prior year five-week period ended October 7, 2017. The men's business represented approximately 49.0 percent of total sales for the fiscal month versus approximately 47.0 percent in the prior year fiscal September. For the fiscal month, overall price points on the men's side of the business were down approximately 2.0 percent.

On the women's side of the business, total sales for the five-week fiscal period ended October 6, 2018 were down approximately 8.0 percent in comparison to the prior year five-week period ended October 7, 2017. The women's business represented approximately 51.0 percent of total sales for the month versus approximately 53.0 percent in the prior year fiscal September. For the fiscal month, overall price points on the women's side of the business were down about 2.5 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 same five-week period a year ago, and footwear sales were down about 2.0 percent. These two categories accounted for approximately 8.5 percent and 7.0 percent, respectively, of the current and prior year fiscal September net sales. Average accessory price points were down approximately 1.0 percent and average footwear price points were up about 3.0 percent for the fiscal month.

For the month, UPT's increased approximately 1.5% and the average transaction value decreased about 2.0%, compared to the prior year 5-week period ended October 7, 2017.

Buckle currently operates 454 retail stores in 43 states compared to 462 stores in 44 states as of October 11, 2017.

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.