



The Buckle, Inc.

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**THE BUCKLE, INC. REPORTS THIRD QUARTER NET INCOME AND
ANNOUNCES A \$2.50 PER SHARE SPECIAL ONE-TIME CASH DIVIDEND**

KEARNEY, NE -- The Buckle, Inc. (NYSE: BKE) announced today that net income for the fiscal quarter ended October 30, 2010 was \$34.4 million, or \$0.75 per share (\$0.73 per share on a diluted basis).

The Buckle, Inc. also announced today that at a meeting of the Board of Directors, held on November 17, 2010, the Board authorized a \$2.50 per share special one-time cash dividend to be paid to shareholders of record at the close of business on December 3, 2010, with a payment date of December 21, 2010.

Net sales for the 13-week fiscal quarter ended October 30, 2010 increased 5.2 percent to \$243.3 million from net sales of \$231.2 million for the prior year 13-week fiscal quarter ended October 31, 2009. Comparable store net sales for the 13-week period ended October 30, 2010 increased 0.5 percent from comparable store net sales for the prior year 13-week period ended October 31, 2009. Online sales (which are not included in comparable store sales) increased 20.8 percent to \$15.1 million for the 13-week period ended October 30, 2010, compared to the 13-week period ended October 31, 2009.

Net sales for the 39-week fiscal period ended October 30, 2010 increased 3.7 percent to \$646.8 million from net sales of \$623.8 million for the prior year 39-week fiscal period ended October 31, 2009. Comparable store net sales year-to-date for the 39-week period ended October 30, 2010 decreased 1.0 percent from comparable store net sales for the 39-week period ended October 31, 2009. Online sales (which are not included in comparable store sales) increased 20.4 percent to \$41.2 million for the 39-week period ended October 30, 2010, compared to the 39-week period ended October 31, 2009.

Net income for the third quarter of fiscal 2010 was \$34.4 million, or \$0.75 per share (\$0.73 per share on a diluted basis), compared with \$33.3 million, or \$0.73 per share (\$0.71 per share on a diluted basis) for the third quarter of fiscal 2009.

Net income for the 39-week fiscal period ended October 30, 2010 was \$85.2 million, or \$1.85 per share (\$1.81 per share on a diluted basis), compared with \$85.2 million, or \$1.87 per share (\$1.83 per share on a diluted basis) for the 39-week fiscal period ended October 31, 2009.

Management will hold a conference call at 10:00 a.m. EST today to discuss results for the quarter. To participate in the call, please call (800) 230-1059 and reference the conference code 177298. A replay of the call will be available for a two-week period beginning November 18, 2010 at 12:00 p.m. EST by calling (800) 475-6701 and entering the conference code 177298.

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 422 retail stores in 41 states. As of the end of the fiscal quarter, it operated 421 stores in 41 states compared with 404 stores in 41 states at the end of the third quarter of fiscal 2009.

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.

Note: News releases and other information on The Buckle, Inc. can be accessed at www.buckle.com on the Internet.

Financial Tables to Follow

THE BUCKLE, INC.

STATEMENTS OF INCOME

(Amounts in Thousands Except Per Share Amounts)

(Unaudited)

	Thirteen Weeks Ended		Thirty-nine Weeks Ended	
	October 30, 2010	October 31, 2009	October 30, 2010	October 31, 2009
SALES, Net of returns and allowances	\$ 243,346	\$ 231,238	\$ 646,782	\$ 623,841
COST OF SALES (Including buying, distribution, and occupancy costs)	<u>137,404</u>	<u>129,121</u>	<u>372,001</u>	<u>352,743</u>
Gross profit	<u>105,942</u>	<u>102,117</u>	<u>274,781</u>	<u>271,098</u>
OPERATING EXPENSES:				
Selling	44,063	43,017	120,550	118,121
General and administrative	<u>7,530</u>	<u>7,427</u>	<u>21,169</u>	<u>21,452</u>
	<u>51,593</u>	<u>50,444</u>	<u>141,719</u>	<u>139,573</u>
INCOME FROM OPERATIONS	54,349	51,673	133,062	131,525
OTHER INCOME, Net	<u>470</u>	<u>1,192</u>	<u>2,869</u>	<u>3,651</u>
INCOME BEFORE INCOME TAXES	54,819	52,865	135,931	135,176
PROVISION FOR INCOME TAXES	<u>20,448</u>	<u>19,560</u>	<u>50,703</u>	<u>50,015</u>
NET INCOME	<u>\$ 34,371</u>	<u>\$ 33,305</u>	<u>\$ 85,228</u>	<u>\$ 85,161</u>
EARNINGS PER SHARE:				
Basic	<u>\$ 0.75</u>	<u>\$ 0.73</u>	<u>\$ 1.85</u>	<u>\$ 1.87</u>
Diluted	<u>\$ 0.73</u>	<u>\$ 0.71</u>	<u>\$ 1.81</u>	<u>\$ 1.83</u>
Basic weighted average shares	46,068	45,709	46,095	45,626
Diluted weighted average shares	46,916	46,719	46,989	46,621

THE BUCKLE, INC.

BALANCE SHEETS

(Amounts in Thousands Except Share and Per Share Amounts)
(Unaudited)

ASSETS	October 30, 2010	January 30, 2010 (1)	October 31, 2009
CURRENT ASSETS:			
Cash and cash equivalents	\$ 139,180	\$ 135,340	\$ 73,995
Short-term investments	25,302	22,687	19,620
Receivables	4,609	6,911	4,993
Inventory	111,235	88,187	118,213
Prepaid expenses and other assets	<u>14,202</u>	<u>11,684</u>	<u>20,820</u>
Total current assets	<u>294,528</u>	<u>264,809</u>	<u>237,641</u>
PROPERTY AND EQUIPMENT:	341,512	305,974	292,904
Less accumulated depreciation and amortization	<u>(170,177)</u>	<u>(159,392)</u>	<u>(157,905)</u>
	<u>171,335</u>	<u>146,582</u>	<u>134,999</u>
LONG-TERM INVESTMENTS	71,212	72,770	73,553
OTHER ASSETS	<u>6,503</u>	<u>4,742</u>	<u>4,945</u>
	<u>\$543,578</u>	<u>\$488,903</u>	<u>\$451,138</u>
LIABILITIES AND STOCKHOLDERS' EQUITY			
CURRENT LIABILITIES:			
Accounts payable	\$ 35,891	\$ 24,364	\$ 36,597
Accrued employee compensation	26,082	41,463	30,142
Accrued store operating expenses	10,326	8,866	9,757
Gift certificates redeemable	9,160	13,507	7,079
Income taxes payable	<u>4,997</u>	<u>3,830</u>	<u>7,696</u>
Total current liabilities	86,456	92,030	91,271
DEFERRED COMPENSATION	7,439	5,957	5,961
DEFERRED RENT LIABILITY	<u>37,533</u>	<u>36,657</u>	<u>35,680</u>
Total liabilities	<u>131,428</u>	<u>134,644</u>	<u>132,912</u>
COMMITMENTS			
STOCKHOLDERS' EQUITY:			
Common stock, authorized 100,000,000 shares of \$.01 par value; issued and outstanding; 46,601,528 shares at October 30, 2010, 46,381,263 shares at January 30, 2010, and 46,294,580 shares at October 31, 2009	466	464	463
Additional paid-in capital	79,387	78,837	75,969
Retained earnings	332,964	275,751	242,885
Accumulated other comprehensive loss	<u>(667)</u>	<u>(793)</u>	<u>(1,091)</u>
Total stockholders' equity	<u>412,150</u>	<u>354,259</u>	<u>318,226</u>
	<u>\$543,578</u>	<u>\$488,903</u>	<u>\$451,138</u>

(1) Derived from audited financial statements.