

**For Immediate Release:** November 2, 2017  
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**The Buckle, Inc. Press Release Narrative for 11/02/2017**

Our November 2, 2017 press release reported that comparable store sales, for stores open at least one full year, for the four-week period ending October 28, 2017, were down 3.7 percent in comparison to the prior year four-week period ending October 29, 2016. Total net sales for the four-week fiscal month were down 4.3 percent to \$66.1 million compared to net sales of \$69.1 million in the prior year four-week fiscal month.

On the men's side of the business, total sales for the four-week fiscal period ending October 28, 2017 were up approximately 2.5 percent in comparison to the prior year four-week fiscal period ending October 29, 2016. The men's business represented approximately 48.5 percent of total sales for the month versus approximately 45.0 percent in the prior year fiscal October. For the fiscal month, overall price points on the men's side of the business were down approximately 5.0 percent.

On the women's side of the business, total sales for the four-week fiscal period ending October 28, 2017 were down approximately 9.5 percent in comparison to the prior year four-week fiscal period ending October 29, 2016. The women's business represented approximately 51.5 percent of total sales for the month versus approximately 55.0 percent in the prior year fiscal October. For the fiscal month, overall price points on the women's side of the business were down approximately 3.0 percent.

Within the men's and women's categories combined, accessory sales for the fiscal month were down approximately 1.5 percent in comparison to the prior year fiscal October, while footwear sales were down approximately 4.5 percent. These two categories accounted for approximately 8.0 percent and 7.0 percent, respectively, for both the current year and prior year fiscal October net sales. Average accessory price points were up approximately 8.0 percent and average footwear price points were down about 6.5 percent for the fiscal month.

For the fiscal month, UPT's increased 2.0 percent while the average transaction value decreased approximately 2.5 percent, compared to the prior year fiscal October.

Buckle currently operates 462 retail stores in 44 states compared to 470 stores in 44 states as of November 2, 2016.

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.