



The Buckle, Inc.

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THE BUCKLE, INC. REPORTS OCTOBER 2014 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 November 1, 2014 decreased 4.4 percent from comparable store net sales for the 4-week period ended November 2, 2013. Net sales for the 4-week fiscal period ended November 1, 2014 decreased 1.3 percent to \$85.4 million from net sales of \$86.6 million for the prior year 4-week fiscal period ended November 2, 2013.

Comparable store net sales for the 13-week third quarter ended November 1, 2014 decreased 0.3 percent from comparable store net sales for the 13-week period ended November 2, 2013. Net sales for the 13-week fiscal quarter ended November 1, 2014 increased 1.9 percent to \$292.2 million from net sales of \$286.8 million for the prior year 13-week fiscal quarter ended November 2, 2013.

Comparable store net sales year-to-date for the 39-week period ended November 1, 2014 decreased 0.5 percent from comparable store net sales for the 39-week period ended November 2, 2013. Net sales for the 39-week fiscal period ended November 1, 2014 increased 1.3 percent to \$799.6 million from net sales of \$789.0 million for the prior year 39-week fiscal period ended November 2, 2013.

The Company will announce third quarter earnings the morning of Thursday, November 20, 2014. Management will hold a conference call at 9:30 a.m. EST on November 20, 2014 to discuss results for the quarter. To participate in the call, please call (800) 230-1059 and reference the conference code 343649. A replay of the call will be available for a two-week period beginning November 20, 2014 at 11:30 a.m. EST by calling (800) 475-6701 and entering the conference code 343649.

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 461 retail stores in 44 states. The Company opened one new store last week in Camp Hill, Pennsylvania. The Company operated 452 stores in 43 states as of November 6, 2013. 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

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