

**For Immediate Release:** November 8, 2018  
**Contact:** Thomas B. Heacock, Chief Financial Officer  
**The Buckle, Inc.**  
(308) 236-8491

**The Buckle, Inc. Press Release Narrative for 11/8/2018**

Our November 8, 2018 press release reported that comparable store sales, for stores open at least one full year, for the four-week period ended November 3, 2018, were down 1.0 percent in comparison to the prior year four-week period ended November 4, 2017. Total net sales for the four-week fiscal month decreased 2.5 percent to \$64.5 million compared to net sales of \$66.1 million in the prior year four-week fiscal month ended October 28, 2017.

On the men's side of the business, total sales for the four-week fiscal period ended November 3, 2018 were down approximately 1.0 percent in comparison to the prior year four-week period ended November 4, 2017. The men's business represented approximately 50.5 percent of total sales for the fiscal month versus approximately 48.5 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 3.5 percent.

On the women's side of the business, total sales for the four-week fiscal period ended November 3, 2018 were down approximately 6.5 percent in comparison to the prior year four-week period ended November 4, 2017. The women's business represented approximately 49.5 percent of total sales for the month versus approximately 51.5 percent in the prior year fiscal October. 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 11.0 percent in comparison to the same four-week period a year ago, while footwear sales were up about 9.0 percent. Each of these categories accounted for approximately 7.5 percent of the current fiscal October net sales. This compares with approximately 8.0 percent and 7.0 percent, respectively, for each in the prior year fiscal October. Average accessory price points were down approximately 6.0 percent and average footwear price points were up about 5.0 percent for the fiscal month.

For the month, UPT's increased approximately 2.5% and the average transaction value decreased about 1.0%, compared to the prior year four-week period ended November 4, 2017.

Buckle currently operates 453 retail stores in 43 states compared to 462 stores in 44 states as of November 8, 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.