



The Buckle, Inc.

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**THE BUCKLE, INC. REPORTS FEBRUARY 2010 NET SALES AND
ANNOUNCES FOURTH QUARTER EARNINGS CONFERENCE CALL**

KEARNEY, NE -- The Buckle, Inc. (NYSE: BKE) announced today that comparable store net sales, for stores open at least one year, for the four-week period ended February 27, 2010 increased 5.1 percent from comparable store net sales for the four-week period ended February 28, 2009. Net sales for the four-week fiscal month ended February 27, 2010 increased 9.7 percent to \$69.4 million from net sales of \$63.3 million for the prior year four-week fiscal month ended February 28, 2009.

The Company will announce fourth quarter and full year fiscal 2009 earnings the morning of Thursday, March 11, 2010. Management will hold a conference call at 9:30 a.m. EST on March 11, 2010 to discuss results for the quarter. To participate in the call, please call (866) 269-9614 and reference the conference code 148984. A replay of the call will be available for a two-week period beginning March 11, 2010 at 11:30 a.m. EST by calling (800) 475-6701 and entering the conference code 148984.

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 406 retail stores in 41 states. This includes the opening of four new stores last week in North Wales, Pennsylvania; Austin, Texas; Bellevue, Washington; and Cherry Hill, New Jersey as well as the March 3rd opening of a new store in Fairview, Texas. The Company operated 391 stores in 40 states as of March 4, 2009. 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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